

HOPE HANCOCK

communicator | agriculturalist | entrepreneur

EDUCATION

Texas Tech University, Lubbock, Texas
Master of Science in Agricultural Communications
Graduated December 2016

Oklahoma State University, Stillwater, Oklahoma
Bachelor of Science in Animal Science & Agricultural
Communications
Graduated May 2015

WORK EXPERIENCE

Outside Sales Representative, Animal Health Int.
October 2017 to present

- Partner with veterinarians, dealer stores and producers across Southern Oklahoma to grow business and increase revenue while accruing market share of Animal Health International.
- Develop, strategize and service sales territory that contributes to company goals and profitability.
- Consult customers in the use of company products while providing service and technical assistance.
- Execute sales initiatives within assigned territory in accordance with company principles, guidelines and directives.

Freelance Writer/Editor

January 2015 to October 2017

- Write and edit optimized content in a wide spectrum of styles, subjects and platforms.
- Compose compelling online, social media, print and marketing content for B2C and B2B clients.
- Develop easy-to-share articles and feature stories that garnered up to 1,000 shares and 13,000 views total for AgNewsFeed.com.
- Communicate with industry leaders and professionals for exclusive quotes and interviews.

Graduate Research Assistant, Texas Tech University
August 2015 to December 2016

- Assist faculty member in facilitating, lecturing and managing class activities for undergraduate courses.
- Compile instructional material for each class and record attendance.
- Serve as a liaison between professor and student.
- Schedule and maintain office hours to meet with students.

Marketing Specialist, Veterinary Enterprises of Tomorrow

December 2013 to December 2016

- Design creative and professional materials for online publication and trade shows.
- Schedule meetings, oversee timeline and supervise media budgets.
- Decide target markets and successful media vehicles.
- Manage development of campaign as well as client presentations.

HONORS & AWARDS

Regional Rookie of the Year, South Central

- \$3,033,000 in total sales
- 14.1% over prior year sales
- 12.3% over prior year gross profit

Distinguished Research Thesis, AAAE

- Conceptualizing Creativity in Agricultural Communications
- 2017 American Association of Agricultural Education National Conference, San Luis Obispo, CA.

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CURRICULUM VITAE

PUBLICATIONS

Hancock, H. (2016). Conceptualizing Creativity in Agricultural Communications (Unpublished master's thesis). Texas Tech University, Lubbock.

Hancock, H. (July 2016). There Can't be Foodies in a Food Shortage: An Open Letter to Jennifer Garner. Retrieved from <http://agnewsfeed.com/2016/08/03/cant-foodies-food-shortage-open-letter-jennifer-garner/>.

Hancock, H. (May 2015). Woman of the World. Cowboy Journal, 17(2). Retrieved from <https://issuu.com/cowboyjournal/docs/v17n2/>.

RESEARCH PRESENTATIONS, POSTERS & ABSTRACTS

Hancock, H. & Gibson, C. (Poster). Comparing Creativity: A comparison of creativity assessments in higher education. American Association for Agricultural Education Western Region Conference, Tuscon, AZ. (September 2016).

Hancock, H. & Gibson, C. (Poster). Cultivating creativity in higher education. Southern Association for Agricultural Sciences Conference, San Antonio, TX. (February 2016).

Hancock, H., Gibson, C., Meyers, C. & Irlbeck, E. (Paper). Conceptualizing Creativity in Agricultural Communications. Association for Communications Excellence Conference, New Orleans, LA. (June 2017).

DISTINGUISHED INNOVATIVE IDEA POSTER PRESENTATION

Corder, J., Crayton, J., Hancock, H., & Irlbeck, E. (Poster). Students cultivating ideas: utilizing focus groups in curriculum. American Association for Agricultural Education Western Region Conference, Tuscon, AZ. (September 2016).

DISTINGUISHED RESEARCH PAPER

Hancock, H., Gibson, C., Meyers, C. & Irlbeck, E. (Paper). Conceptualizing Creativity in Agricultural Communications. American Association for Agricultural Education National Conference, San Luis Obispo, CA. (May 2017).