



HANK WHITSON: Professional Profile

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PLEASE ALLOW ME TO INTRODUCE MYSELF

Everybody has a story to tell, and it is my mission to help you tell yours. I have been writing creatively for over a decade, with 7 years' professional experience at an interactive marketing agency, and 3 years as a freelance writer and narrative consultant. My personal philosophy is to view each act of content authorship as an opportunity to connect with audiences, whether you seek to investigate, inform, or inspire.

MY SPECIALTIES

CREATIVE WRITING

I compose copy, fiction, and creative non-fiction that will meet your business needs, regardless of constraints. Blank slate or intricate whiteboards, I will workshop what you have until it lives up to the full potential of your creative vision. Solving storytelling problems is what gets me out of bed early and keeps me up late.

TRANSMEDIA FRANCHISES & NARRATIVE DESIGN

Complex narrative structures with multiple formats and myriad storylines excite me and I possess the talent to help you build your franchise. I will help you find the perfect platform for your story, chart the right rollout for plot beats, and plant easter eggs that will keep your audiences talking until the next episode.

GAME & CURRICULUM DESIGN

I pride myself on crafting mechanical systems that unpack intricate issues, delicate situations, and nuanced concepts that go far beyond graphical skins. From navigating love triangles and arguing with landlords about late rent, I deliver entertaining gameplay and engage students with compelling projects and activities.

HOW I ADD VALUE

- Producing compelling narrative content with a contemporary voice
- Building comprehensive IP bibles that serve as references and road maps for your project
- Finding the best formats for traditional stories and ideal mechanics for interactive fiction
- Designing puzzles, game mechanics, and other channels of experiential engagement
- Developing innovative marketing approaches to build hype and sustain audience engagement
- Performing SWOT analyses on your IP and comparable, competing franchises
- Providing worldbuilding informed by best branding practices and game design principles
- Creating team consensus via leadership, clear communication, and carefully curated documentation
- Editing and consulting to help fellow creatives realize the full promise of challeng-ing premises

WHAT SETS ME APART

- A talent for creating emotional connections, honed by years of private and professional practice
- A diverse educational background spanning performance art, humanities, and technical media studies
- Professional experience ranging from local start-ups to big brands and international fiction franchises
- Encyclopedic knowledge of trending and classical intellectual properties

WHY I DO WHAT I DO

- An insatiable drive to tell stories and a boundless passion for language
 - A deep desire to connect and educate people regardless of their chosen literacies and background
 - The compulsive need to push my craft to new heights with every project I undertake
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