

ASPECTS

// **Tailor Your Profile to Win Work**

Photo Courtesy Faction Skis

A Quick How-To Guide

A profile on the Hence Roster isn't static like a résumé. And it's decidedly not a cumbersome and dated personal website. A Roster profile is an easily updated representation of you, not ten months or two years ago, but in the moment.

And that brings advantages. When I built my profile in November, I was pursuing an envisioning project that would see me helping a client with their positioning, planning, voice, and later their content strategy. Now, three months later, I'm pitching a few potential clients on native storytelling packages that will include superteams of creatives recruited from the Hence Roster.

There's no guarantee that I'll secure that work, but to better my chances, I spent a few hours customizing my Roster profile for those specific prospects. That meant swapping out images, updating my biography, and tweaking stats and language to better play up my background as an editor-in-chief—which is a project lead, content strategist, photo editor, and writer all rolled into one.

I didn't overthink the updates because in the Roster we aren't working in marble. To save effort in the future, I copied my original Roster bio into a doc so the next time I'm going after an envisioning project I can quickly revert. By the end of the year, I'm sure I'll have three or four bios, stat collections, and other assets at the ready as new opportunities arise. Visual creatives could easily do something similar with galleries.

A Roster profile doesn't just sit there like your website. And it's also more readily shared. At least that's how I see it. When a creative places a link to a personal website in their email signature, I think *time suck*, and skip it. But add a link to an easily browsable Roster profile and it serves as your digital business card. That's another way Hence helps you break through the noise. —Marc Peruzzi

// **Brands That Get It—The Fun Hogs**

Photo Mattias Fredriksson

Brand Storytelling Begins with Believing in Something Bigger than a Product Line.

It's still possible to lead your market. We have proof in the form of two case studies of winter sports brands doing exactly that through storytelling. The featured companies? Faction Skis and Stellar Equipment. Read Marc Peruzzi's "Only Solutions" column [here](#).

// **Meet a Creative**[Read More](#)

Fred Hammerquist is a creative director, mountain athlete, and an agency lead, but more than anything, he is a brand strategist capable of identifying the type of positioning and messaging that all brands need.

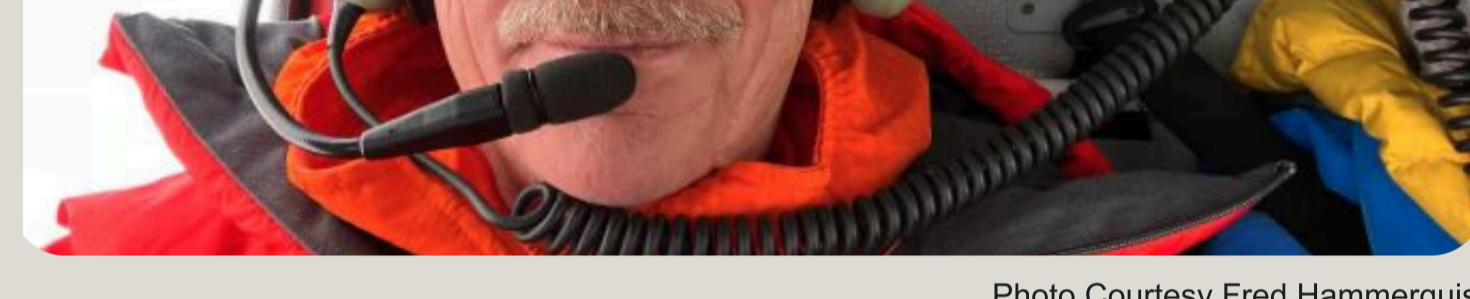


Photo Courtesy Fred Hammerquist

// **Meet an Athlete**[Read More](#)

Drew Petersen's biggest impact has been in mental health advocacy. He has produced two films chronicling his personal journey. "I'd way rather be known for that than anything I do on skis," he says.

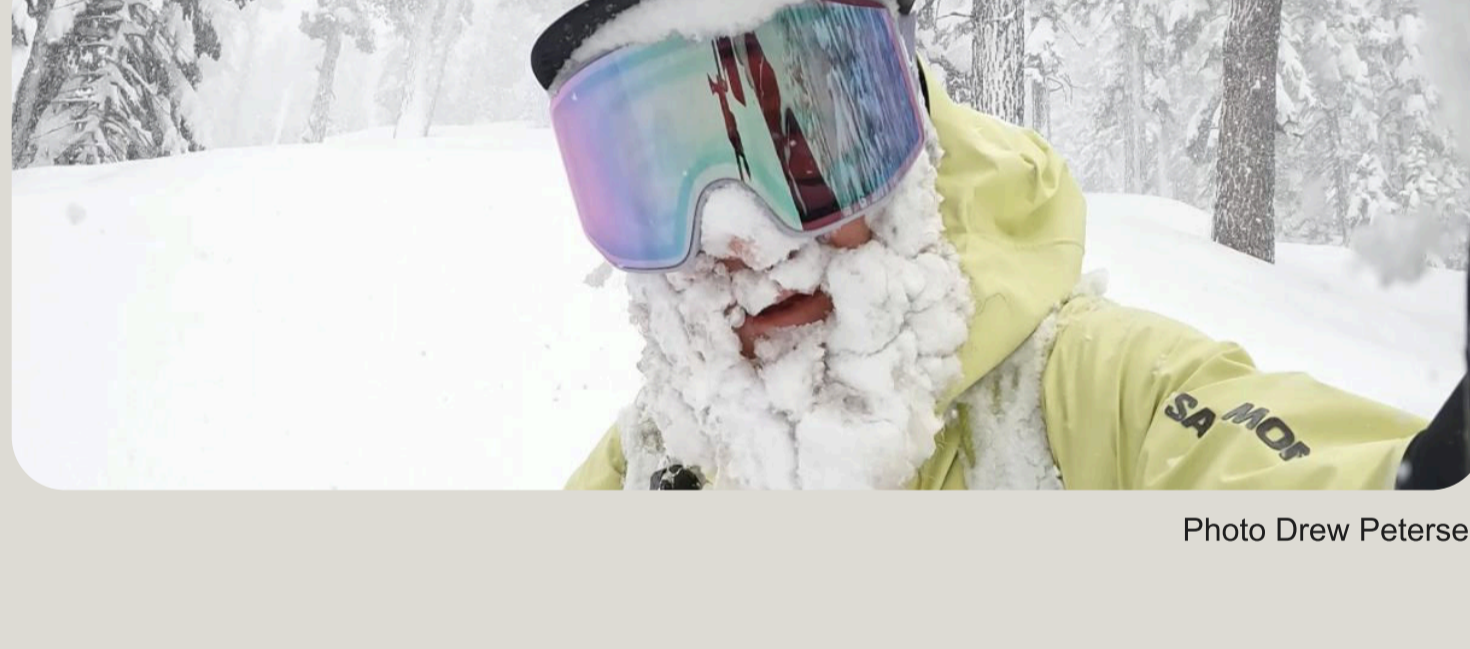


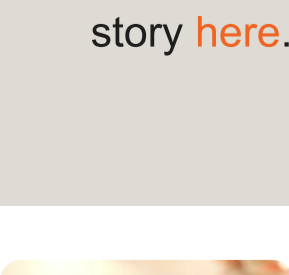
Photo Drew Petersen

// **Original Work Still Matters****Hence Filmmaker Mike Call Was So Happy With Timber Music He Produced a Short Film.**

"I've been using stock music services since they came out," says Call. "It's an incredible way to quickly and affordably license music legally. But for a brand anthem video for Hence, we just weren't finding the right vibe. So we reached out to Timber Music with some basic direction and they composed a custom track that worked perfectly. And it wasn't a budget breaker. The lesson? Sometimes the right choice is custom." In case you missed it, you can read the story [here](#). Or click the image to watch the video.

// **From a Hence Creative****Hence Journal Contributor and Roster Member Gordy Megroz On Location With JB.**

"I found out that Jaylen Brown was starting a sneaker company and pitched a story about it to my editor at *Bloomberg Businessweek*. As everyone in the NBA knows, Jaylen is brilliant, so I wanted the story to be a profile of him "The most interesting businessman in sports" with the new company driving the narrative. I write a lot of business stories, but I'd never profiled an athlete who plays in one of the major leagues. I think a lot of pro athletes train, practice, eat, and sleep. But Jaylen was at the Celtics' facility first thing in the morning for practice, then was off to photoshoots and meetings at MIT before capping the day consulting with the team that's helping produce the shoes. He didn't head home until about 8:00 p.m. It was eye-opening to see how much he's taking on each day." Read Gordy's story [here](#).



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