

PROFILE

Creative, yet detail oriented writer with 13+ years of experience. Humble, witty and friendly - excels in a team environment, yet is fully capable of personally carrying an assignment from concept to fruition. Whether writing humorous headlines or heart-warming material, is passionate about creating memories and inciting change. Is not afraid to push the envelope ... respectfully.

EXPERIENCE

**FREELANCE / CONTRACT COPYWRITER**

*Misc. Clients, Bay Area, CA*

*2008-Present*

- Concept and create content for advertising agencies, including collateral, promotional materials, website content, company identity, branding, and marketing campaigns.
- Clients range from online e-bookstores, such as **Sterling Hope**, to non-profits, as in **Word on Cancer** and **Indiana Blood Center**, to the **California Lottery**.
- Ghost-write for a respected copywriter for several international accounts.

**COPYWRITER**

*Vision3; Indianapolis, IN*

*2006-2010*

- Wrote websites, collateral materials, identity, press releases, direct mail, and video/VO scripts for clients - from pharmaceutical giants such as **Roche Diagnostics** and **Eli Lilly**, to entertainment heavyweights, including **Larry the Cable Guy**.
- Spearheaded the **USTA** (United States Tennis Association) Midwest Play it Forward campaign (and tagline).
- Helped secure not only Eli Lilly US, but **Eli Lilly International** Accounts.
- Concepted creative, researched and developed website content, print materials and touch screen applications.
- Used considerable writing and management experience to effectively work with clients, project managers and designers to bring each project to fruition, while remaining within budget and uncommonly organized.

**MARKETING DIRECTOR / ACCOUNT EXECUTIVE**

*Brainstorm Design; Indianapolis, IN*

*2002-2006*

- Revenue (and client base) increased during my employment at Brainstorm.
- Brainstorm client list included the likes of **RCA Television**, **GE Packaging** and **University of Notre Dame**.
- Through written and verbal communication, clearly conveyed objectives to garner results, while imparting respect to all colleagues (designers, web team, owners).
- Client relationships were established that remain at Brainstorm.

**WRITER / ASSISTANT PROMOTIONS**

*The Promotion Company, Inc.; Indianapolis, IN*

*2001-2002*

- Organized and promoted family entertainment and auto events through various media such as magazine articles, periodicals and press releases.
- Serving more than 70 publications nationally, wrote articles for Source Interlink Media, which consisted of publications such as **Hot Rod Magazine**, **Rod & Custom Magazine** and **Motor Trend**.

**WRITER / MANAGER**

*Ultra Creative, Inc.; Minneapolis, MN*

*1998-2001*

- Managed everyday operations at this advertising agency.
- While trafficking all creative, proofed & edited copy, handled photo shoots, created mock-ups, kept the books, and acted as liaison between clients and the owner.
- Became in-house writer for all accounts, including **Pillsbury**, **Häagen Dazs**, **General Mills** and **Campbell's**.

EXPERIENCE (CONTINUED)

**GHOST WRITER**

*Undisclosed sources; Minneapolis, MN*

- While in the Mpls. music industry, became recognized for my lyrical content. Was asked by several individuals/groups to provide lyrics.
- Some of those snappy tunes you hear on the radio, yet to this day, just may have been written by me.

SKILLS

- ~ Outstanding written and verbal communication experience
- ~ Freakishly organized
- ~ Creative, strategic approach to problem solving
- ~ Accomplished in creating humorous & heartwarming material
- ~ Great research, proofing & editing skills
- ~ Ability to work in a team setting - with other humans

GROUPS

|                                    |                                      |
|------------------------------------|--------------------------------------|
| Six Degrees of Creative Separation | VERB: The power of language & brands |
| Copywriters Beat                   | Creative Intensive Network           |
| KID Toyology Global                | SEO Copywriting                      |
| Advertising Copywriting            | SF New Media Club                    |
| Creative Designers and Writers     | User Experience Group                |

VOLUNTEER

Through my volunteer Robot Art Therapy Workshop, an amazing group of third graders at El Dorado Elementary School, just outside of Candlestick Park, have been able to openly express their innermost feelings - not to mention bust some pretty wicked robot dance moves.