

QUALIFICATIONS FOR COPYWRITER

Accomplished wordsmith loves creating great, high-impact work and leading creative teams to discover brave new ideas. Offers practical experience in identifying and developing brand strategy as well as crafting clever content of all shapes and sizes. Believes in enthusiasm, integrity, and good humor in the workplace.

Recently received the IAC Award for Outstanding Website for playskool.com and a Silver MIXX Award for Direct Response, MY M&M'S Valentine's Day campaign.

PROFESSIONAL SYNOPSIS

Senior Writer 2009 – Present
IMC² New York, NY

- Develops concepts and integrated content, primarily for interactive media. Works with designers, art directors, and editors to ensure deliverables are impeccable. Juggles multiple brands and projects. Coordinates communication efforts across disciplines. Presents work to clients and potential clients. Promoted from Writer.
 - Clients include Dannon, MY M&M'S, Playskool, Barilla, Campbell's, Secret, Samsung, Save the Children, Aveda, and Wasa.

Copywriter/Editor 2006 –2009
FREELANCE New York, NY & Orlando, FL

- Created copy for print, interactive, and other various media and collateral. Edited, proofread, collaborated, and managed other writers and materials as needed. Editing work and writing contribution included full-length books.
 - Brands included Sony, Sony Ericsson, Coty International, Company 81, Mars, Live Nation and Beiersdorf.

Freelance Copywriter 2008
HEARST DIGITAL MEDIA New York, NY

- Organized and created content to unify and define the brand voice for the full portfolio of individual Hearst online brands for internal print pieces, presentations, and future B2B collateral.

Writing Consultant 2008
WALL STREET JOURNAL New York, NY

- Developed internal marketing content for Wall Street Journal Digital Network and other Dow Jones digital properties.

Copywriter 2007 – 2008
RDA, INTERNATIONAL New York, NY

- Created concepts and copy for print ads and interactive media. Targeted high-involvement, passionate, emotionally-driven consumers. Collaborated with a talented team on a variety of brands and projects. Praised and mocked for command of multiple voices and brand identities. Served the role of editor/proofreader as needed.
 - Clients included Sony, iHome, W Hotels, NIVEA, NIVEA for Men, Eucerin, Ouidad, and Tishman Speyer.

Writer & Creative Strategist 2004 – 2007
REDWAGON MEDIA / REDWAGON PRODUCTIONS, LLC Orlando, FL

- Supported and executed all creative for a small brand firm specializing in the arts. Crafted copy for print, direct mail and interactive as well as internal materials including brand manuals, style guides, and training tools. Directed design, serving as graphic designer when necessary. Developed a national full brand identity program from initial research through external rollout for Broadway Across America. Served as production assistant, script supervisor, and producer for video media.
 - Clients included Broadway Across America, the CityArts Factory, Downtown Arts District, and Dr. Philips Performing Arts Center of Orlando.

ADDITIONAL EXPERIENCE

Production Assistant · BLUE MAN GROUP / BLUE MAN PRODUCTIONS 2007
Improvisational Comedian · SAK COMEDY LAB 2005 – 2007
Staff Writer · CONNECTIONS MAGAZINE 2003 – 2004
Advertising Intern · UNIVERSITY OF FLORIDA CAREER RESOURCE CENTER 2002 – 2003

EDUCATION

Bachelor of Science in Advertising UNIVERSITY OF FLORIDA
Diploma in Marketing Communications INTERNATIONAL ADVERTISING ASSOCIATION