

PROFESSIONAL OVERVIEW

Senior Integrated/ Interactive Copywriter and Content Strategist with experience ranging from direct mail through emerging technology platforms, incl. Search Engine Optimization and Social Media; currently ranking third for "Chicago Copywriter" in Google search results. Skilled in concept development, content strategy and branding. Proven ability to elevate brands of leading agencies, as well as fortune 500 companies throughout Chicago.

EXPERIENCE

Sr. Copywriter (Full-time), 2013 - Present

Fusion92

- Develop highly effective, original, targeted concept and copy for the promotion and sale of goods and services—spanning across a plethora of industries and mediums
- Conceptualize, write and edit creative materials for promotions, direct marketing (print, email, newsletter), video scripts, advertisements as well as optimized website content
- Ideate and pitch creative solutions to existing and potential clients

Web Content Specialist (Full-time), 2012 - 2013

True Value Company

- Write, proof and edit content for TrueValue.com, affiliate sites and retailer portal
- Oversee content creation and approval for freelance writer, vendor and publication system
- Research, develop SEO strategy plus manage SEO agency relationship and projects

Copywriter | Content Strategist | Digital Writer (Freelance | Contract), 2002- Present

- Conceptualize, write and pitch creative campaigns across all marketing channels
- Compose, audit and edit brand and content style guides as well as content matrices for 100+ page websites
- Conduct SEO and Social Media training and strategy development

Copywriter and Content Writer (Full-time), 2010

David James Group

- Lead print and digital concept development, and copy creation for all agency clients
- Conducted client presentations, pitches and product/ service naming brainstorm
- Researched and wrote interactive video scripts, audience personas as well as, directed voice-over talent

Copywriter | SEO Copywriter (Full-time), 2009- 2010

W.W. Grainger, Inc.

- Created SEO copy for the Grainger.com, as well as, for all collateral utilized online
- Research and utilize SEO techniques for corporate site
- Identified opportunities and initiated optimization plan for 987,000 online products

Pay-Per-Click (PPC) Marketing Analyst – Product Lead (Full-time), 2006- 2007

LocalLaunch!

- Conducted industry and keyword research
- Created and managed paid search campaigns for 200+ clients ranging from \$20-\$30,000

AWARDS AND HONORS

2010 W³ Gold

2011 BMA Gold Tower Award

EDUCATION

Post-Bachelorette 'Advertising for Creatives' Program; Portfolio School
Northwestern University, Chicago, IL

Bachelor of Science in Marketing B.S.C. Advertising Concentration
DePaul University, Chicago, IL

BRANDS

H&R Block
Fiserv
Crunchmaster
Flexera
Buddig
Habitat
Belgravia
EFT Source
PACK Pharmaceuticals
TH Foods
Cisco Systems Inc.
Midtronics
True Value Company
Chase
Fifth Third Bank
Navteq
American Marketing Association
Discover
GEICO
Grainger
Motorola
Vi | Classic Residence
Society of Women Engineers
National Safety Council
Air Optix Aqua
Navman Wireless
Lemonheads
Vogue Furniture
Corn Products
DAILIES Contact Lenses
Walgreens
Society of Biomolecular Sciences

AGENCY

Fusion92
EuroRSCG/ Havas
Jacobs & Clevenger
Movéo Integrated Branding
David James Group
Norton
Taproot Foundation
Killian Advertising
Merkle
LocalLaunch!
HGB, Inc
The Ritchey Group
Digital Bridge Solutions
Renaissance Creative

IN-HOUSE

True Value Company
Discover Financial
W.W. Grainger
Walgreen Co.
OfficeMax
National Safety Council
Infinity Resources
Total Health Aid Center
AID Group, Inc.
WEA, Inc.
Vi | Classic Residences