

CAREER SUMMARY

Progressive and extensive experience in creating communication, developing conceptual ideas, devising promotional marketing as well as a quick-witted thinker and resourceful problem solver.

PROFESSIONAL EXPERIENCE

FREELANCE ACD/SENIOR WRITER /CONCEPTER Chicago, Illinois | 2020-Present

Words, ideas and creative direction in large, small and in-between capacities.

VMLY&R CONTRACT SENIOR COPYWRITER Chicago, Illinois | 8/2022-10/2023

- conceptualized and wrote shopper marketing campaigns/collateral for Nestlé, Mondelēz, Kimberly-Clark and GSK portfolio brands

EDGE MARKETING (an Advantage Solutions company) Chicago, Illinois | 2016-2019

Shopper marketing agency specializing in end-to-end shopper journey solutions.

SENIOR COPYWRITER | CONCEPTER

- wrote and conceptualized for key agency accounts including headlines, emails, POS, microsites, radio and more
- managed daily retail deadlines and junior copy staff
- created campaigns for dozens of brands including Smithfield, Udi's, Red Baron, Pabst Blue Ribbon, Duncan Hines and Bayer
- assisted in new business pitches and presentations

FREELANCE SENIOR COPY WRITER/CONCEPTER Chicago, Illinois | 2014-2016

Provided diverse creative services for on- and off-site clients including Geometry Global, Kreber, FCB and Havas; brand work included Dove, Degree, Vaseline, Walgreens, BevMo, Coca-Cola and Citibank.

SCHAWK RETAIL MARKETING (formerly Ambrosi) Chicago, Illinois | 2003-2008, 2010-2014

One of the nation's leading retail advertising and marketing services agency.

SENIOR COPYWRITER

- wrote and conceptualized for key agency accounts and managed daily retail deadlines
- collaborated with art directors and account teams to create ads for DIRECTV, Sears, Kmart and Sunbeam
- winner of two RAC award for retail creativity

GASTON Chicago, Illinois | 2009

A strategic creative advertising agency.

SENIOR COPYWRITER

- wrote, conceived and developed strategies for all accounts and new business development including ULTA and CitiGroup

SPIEGEL, INC. Chicago, Illinois | 1999-2003

Specialty retailer that markets apparel and home furnishings through catalogs and e-commerce sites.

COPYWRITER

- created and edited catalog copy, online articles and radio scripts
- composed top selling spreads that generated over \$1 million in sales
- received 2 Spiegel Spirit awards recognizing teamwork and entrepreneurial excellence

COMEDYSPORTZ Chicago, Illinois | 1997-2009

Leading Chicago improvisational theater.

ENSEMBLE MEMBER

- consistently thought on my feet and made people laugh

SKILLS

Adobe InDesign, Microsoft Word/Office/Teams, PC & MAC platforms and Post-it Notes

EDUCATION

University of Wisconsin, Milwaukee, Wisconsin
BA, Mass Communications/Journalism