
Extensive background partnering with world-class agencies and brands to deliver high-impact campaigns and content. A versatile writer with expertise in ideating and crafting integrated campaigns, video scripts, blog articles, social content, emails, and website copy, while maintaining a consistent voice and tone. Diverse industry background spanning fashion, retail, food and beverage, CPG, media, finance, tech, and automotive. Able to work fast, listen intently, collaborate cross-functionally, and deliver solutions to just about any creative challenge.

AREAS OF EXPERTISE INCLUDE Content strategy, development, creative direction, brand storytelling, advertising marketing, and campaigns.

EXPERIENCE

FREELANCE COPYWRITER / CREATIVE LEAD Consult with blue chip brands and creative agencies to develop campaigns and content integrating broadcast, digital, print/OOH, brand activations, and social media channels.

- **PMH | MINNEAPOLIS, MN – 2008 TO PRESENT**

Work with agency teams to conceptualize integrated campaigns and components for global consumer brands (Purple, Zales, Kohl's, Target, and more.)

- **FREEAGENTS | LOS ANGELES, CA – 2021 TO PRESENT**

Assist with creative and writing projects as needed for a variety of clients, including Shroomboom and House of Grō.

- **PREVIOUS FREELANCE CLIENTS | (MOSTLY) LOS ANGELES, CA – 2003 TO 2016**

TBWA/Chiat/Day LA, Deutsch LA, Grey Group LA, Tiny Rebellion LA, MullenLowe, NC, Phenomenon LA, Wonderful Company LA, Standard Black LA, and more.

ACD / COPYWRITER | TRUECAR, INC. | LOS ANGELES, CA – 2017 TO 2023

- Sole marketing writer leading development of copy and branded content for an automotive fintech company.
- Crafted internal and external-facing content for digital advertising, social media, OOH, video scripts, blog posts, email campaigns, website copy, and brand guideline decks.
- Partnered with stakeholders across the organization to develop a cohesive voice and messaging across platforms.
- Worked across multiple teams (Design, Research, Product) to help drive website and product innovation projects.
- Continually refined content for both B2C (consumer) and B2B (dealership, brand partners) audiences.
- Collaborated closely with Legal team to review copy for industry and regulatory compliance.

LEAD WRITER | FAIR.COM | LOS ANGELES, CA – 2016 TO 2017

- Brought on among the first 5 hires of automotive fintech startup, acting as lead copywriter for branded content.
- Managed projects from concept to launch including app/product copy, email campaigns, video scripts, and tag lines.
- Integral in shaping the brand's voice and messaging across all platforms.

ACD/COPYWRITER | PITCH | LOS ANGELES, CA – 2014 TO 2015

- Primary copywriter producing television spots for Living Spaces, Burger King, and Netflix, et.al.
- Contributed concepts for more than 10 new business pitches while managing steady flow of copy projects.
- Additionally delivered pro-bono campaigns and content for the World Wildlife Foundation (WWF).

SENIOR COPYWRITER | TEAM ONE | LOS ANGELES, CA – 2012 TO 2013

- Sole copywriter supporting the global Häagen-Dazs business on multi-country television and print campaigns.
- Collaborated with an international team to create lifestyle-driven campaigns for individual markets worldwide.
- Produced additional content for consumer brands across industries (Lexus, JW Marriott, Icelandic Water).

PREVIOUS FULL-TIME ROLES: BBDO, PUBLICIS, SAATCHI & SAATCHI, ET. AL. | NEW YORK, NY – 1995 TO 2005

EDUCATION

ADVERTISING PORTFOLIO PROGRAM Miami Ad School

BACHELOR'S DEGREE IN COMMUNICATION University of Pittsburgh