

PROFESSIONAL OVERVIEW

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

EXPERIENCE

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

Various

- Conceptualize and write creative, strategic copy including taglines, marketing collateral, web content, SEO, packaging and scripts.
- Pitch campaign concepts directly to clients and marketing teams.
- Compose, audit and edit brand and content style guides.
- Construct content matrices for 100+ page websites.
- Initiate and conduct Search Engine Optimization and Social Media training and strategy development.

Copywriter and Content Writer (Fulltime), 2010

David James Group

- Lead strategic concept development and copy creation for all agency clients.
- Conducted client presentations and campaign pitches.
- Generated interactive and video scripts, as well as, directed voice-over talent.
- Researched and developed target audience personas.
- Conceptualized and developed all conference materials including display, collateral, online, giveaway and follow up communications.
- Participated in product and service naming.

Copywriter | SEO Copywriter (Fulltime), 2009- 2010

W.W. Grainger, Inc.

- Created Search Engine Optimized copy for the National, multi-brand website, 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 (Fulltime), 2006- 2007

LocalLaunch!

- Conducted industry and keyword research.
- Created, managed and analyzed quality paid search campaigns for over 200 clients.
- Oversaw monthly campaign budgets ranging from \$20 to \$30,000.

PROFESSIONAL AND VOLUNTEER AFFILIATIONS

Taproot Foundation

American Marketing Association (AMA)

DePaul Alumni Association

AWARDS AND HONORS

2010 W³ Gold

EDUCATION

Bachelor of Science in Marketing B.S.C. Advertising Concentration

DePaul University, Chicago, IL

BRANDS

Chase

Fifth Third Bank

Acura

Navteq

Honda

American Marketing Association

Discover

GEICO

Grainger

Motorola

Society of Women Engineers

Zebra Technologies

National Safety Council

Air Optix Aqua

Navman Wireless

Lemonheads

Tsingtao

Corn Products

DAILIES Contact Lenses

Walgreens

Society of Biomolecular Sciences

NobleHour | Sweat Monkey

Hudson

Oak Park Township

American Utilities Management

Vi, formerly Hyatt Classic Residence

AGENCY

EuroRSCG

Jacobs & Clevenger

New Control

Movéo Integrated Branding

David James Group

Norton

Taproot Foundation

Killian Advertising

Merkle

LocalLaunch!

HBG, Inc

The Ritchey Group

Digital Bridge Solutions

Renaissance Creative

IN-HOUSE

Discover Financial

W.W. Grainger

Walgreen Co.

OfficeMax

National Safety Council

Concept Laboratories

Infinity Resources

Total Health Aid Center

AID Group, Inc.

Vogue Furniture

WEA, Inc.

Vi, formerly Hyatt Classic Residence