
Copywriter | Advertising Creative with agency experience on national campaign development

SUMMARY OF QUALIFICATIONS

- Strategic thinker with expertise in branding, print, Internet and concept development
 - Industrial familiarity with health care, association, web and retail advertising.
 - B.S.C. degree in Marketing— DePaul University
 - Proficient in MS: Office, Visio; Adobe Creative Suites
 - Fundamental knowledge in HTML, Meta elements, and Search Engine Optimization
 - Proven ability to ensure client satisfaction and meet deadlines / budgets
 - Bilingual in Russian
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NATIONAL CAMPAIGNS

GEICO	Grainger	Society of Women Engineers
National Safety Council	Air Optix Aqua	Navman Wireless
Lemonheads	Tsingtao	Corn Products
DAILIES Contact Lenses	Walgreens	Society of Biomolecular Sciences

EMPLOYMENT HISTORY

Copywriter 2010- Present
David James Group

Lead strategic concept development and copy creation for all agency clients. Copywriting projects include: client presentations, concept statements, conference materials, web content, product and service naming, print materials, video and audio scripting. Provide character development, script copy and voice direction for all voice-overs.

Copywriter/SEO Copywriter 2009- 2010
W.W. Grainger, Inc.

Create and edit 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.

Copywriter 2002- Present
Companies include *NRM Advertising, Walgreen Co.* (Complete list available upon request)

Conceptualize and write taglines, direct-mail catalogs, brochures, television spots, collateral pieces, web content, product labels and packaging, etc.

Pay-Per-Click (PPC) Marketing Analyst – Product Lead 2006- 2007
LocalLaunch!

Conducted industry and keyword research. Created and analyzed paid search campaign.

PROFESSIONAL AND VOLUNTEER AFFILIATIONS

Taproot Foundation
International Advertising Association (IAA)
DePaul Alumni Association
Chicago Cares

EDUCATION

Bachelor of Science in Marketing B.S.C. 1999
DePaul University, Chicago, IL
Advertising Concentration