

**Copywriter and Creative leader with agency- and client-side experience**

**SUMMARY OF QUALIFICATIONS**

- Strategic thinker with expertise in branding, print, Internet & concept development
- Industrial familiarity with health care, technology and retail
- B.S. 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

**NATIONAL CAMPAIGNS**

GEICO	Grainger
National Safety Council	Air Optix Aqua
Lemonheads	Tsingtao
DAILIES Contact Lenses	Walgreens

**EMPLOYMENT HISTORY**

**Copywriter | SEO** 2009- Present  
*W.W. Grainger, Inc.*

Create, edit and maintain Search Engine Optimized copy for the National, multi-brand websites, as well as, for all collateral utilized online; ensure consistent brand execution for multiple national brands.

**Copywriter** 2002- Present  
 Companies include *NRM Advertising, Walgreen Co., Taproot Foundation*  
*(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** April 2006- November 2007  
*LocalLaunch!*

Conduct industry and keyword research; create and analyze paid search campaign.

**Marketing Coordinator** 2003- 2004  
*InfoData Corp.*

Developed logo, increased name recognition, trade-show representation.

**PROFESSIONAL AND VOLUNTEER AFFILIATIONS**

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

**EDUCATION**

**Bachelors of Science in Marketing** 2006  
*DePaul University, Chicago, IL*  
 Advertising Concentration