

Career Summary

I ventured into copywriting thirteen years ago after coming to grips with the fact that poetry doesn't pay. However, my drive for both art forms was (and still is) the same: finding the words that best move people. During my search, I progressed from your basic wordsmith, crafting headlines and feature bullets, to developing all verbal aspects for 17 brands and sub-brands over 22 separate campaigns. I figured out how to get things done, whether it was from a strategic, creative or process point of view (it usually involved all three). It is now time to continue my quest for better communication, hopefully in an environment where we can share a laugh while we share ideas and create something great.

Proficiencies

Brand & Campaign Development

- Voice, taglines and narrative
- Messaging strategy and integration
- Brand, style and content guides
- Brand governance and asset management
- Market research/analysis

Copywriting

- B2C and B2B (creative, sales, technical, SEO/SEM, UX/UI, editing, proofreading)
- TV, video, radio, print/digital advertising, web, packaging, email/print direct response, environmental, event support
- Content management

Project & Team Leadership

- Project management and traffic
- Creative process development
- Creative/writing direction
- Marketing calendar development and management

Technical

- Expert in Microsoft Word, Excel, Outlook and Power Point
- Proficient in Adobe InDesign, Illustrator, Photoshop, Acrobat and Muse as well as Constant Contact
- Working knowledge of HTML, CSS, WordPress, HubSpot and Adobe Dreamweaver
- Knowledgeable of Chicago and AP style guides

Professional Experience

Paramount Pictures (Viacom) – Hollywood, CA

2009-present

Brand Manager/Copywriter (Freelance with ENS Marketing)

I was recruited by my former marketing VP to join a team of consultants and contractors functioning as a marketing/creative agency (ENS Marketing) to rebrand Paramount's Studio Group Division. This division offers global support to movie and TV productions, special events hosting and public tours. We corrected market misperceptions by modernizing their brand for the digital age. In addition we also created or revitalized three sub-brands. Sound stage rentals increased by 28% within the first year and overall tours traffic is now up by 700%. A reduced workload sent me back to a regular gig at Coleman, although I continue to complete projects for them.

Brand & Campaign Development

- Created and managed messaging, narrative, voice and style for rebranding initiatives for the division, tours and special events as well as the launch of a new brand for off-lot lighting and grip services.
- Initiated and led market research efforts, including competitor analysis and customer surveys.
- Led development of e-commerce ability for tours.
- Developed internal brand guides and training documents to educate employees on brand values and stories.
- Ensured all communications met brand standards, both verbally and visually.

Copywriting & Creative Development

- Developed organizational structure, wireframe layout and all copy for six website launches.
- Created integrated email campaigns (including writing, design, HTML scripting and list management) with an average open rate of 69% and average click-through rate of 14%.
- Assisted designers during periods of heavy workload with layout edits.

Project & Team Leadership

- Worked closely with client to develop and manage marketing calendar, including budget tracking and reporting.
- Managed ad projects and workflows for copy and design, including creative direction and outside vendor procurement.

The Coleman Company, Inc. (Newell Brands/Jarden) – Denver, CO

2013-2017

Marketing Communications Specialist

Coleman is a \$1.2-billion, international company producing outdoor recreation products. I originally joined as their sole copywriter to help with a packaging rebrand. By the time they moved to Chicago, I had also overhauled all product copy for web and catalog, created their first ever copy database and messaging library, and implemented new company-wide processes to streamline copy production and delivery. I also reinforced their 117-year legacy via creating the messaging for two national brand campaigns.

Brand & Campaign Development

- Developed messaging for two national campaigns: Made in the USA and National Parks Service centennial celebration.
- Developed the main messaging and voice for a new brand of coolers and subsequent website launch.
- Created new narratives across 20 product categories within seven brands to better target and differentiate products.
- Ensured all communications met brand standards, both verbally and visually.

Copywriting

- Standardized copy points and developed a plug-n-play writing process, which increased copy production to about 2,000 SKUs per year.
- Developed product copy for over 6,000 SKUs encompassing packaging, web and catalogs.

Project & Team Leadership

- Created a copy database from scratch, which centralized all product copy in a single, accessible location and ensured messaging consistency across all communication channels.
- Developed turn-in forms to streamline the relaying of product info for copy development.
- Implemented new communication process to deliver approved copy to relevant stakeholders.
- Trained approximately 50 people across multiple teams on new processes.
- Managed approximately 1,500 web copy projects per year, including research, writing, approvals and distribution.
- Provided creative direction to designers and writers and managed day-to-day activities of writing contractors.

Ultimate Electronics – Thornton, CO

Full-Time 2005-2010, Freelance 2010-2011

Lead Copywriter

I started my copywriting career for an in-house creative department supporting a national consumer electronics retailer with 46 stores. I soon took over all writing duties for the existing brand campaign, and we fired the agency that created it. In my expanded role, I helped Ultimate rebrand and launch two sub-brands. Overall results were constant year-over-year improvements in sales that often exceeded industry trends. I left regular employment to pursue a freelance career (anchored by my work with Paramount), but I kept Ultimate as a client until they closed six months later.

Brand & Campaign Development

- Created messaging, voice and style standards for rebranding initiative, two sub-brand launches, and grand opening and holiday campaigns.
- Developed style/content guide for 14 product categories, including the launch of five new categories.

Copywriting

- Standardized copy points and developed a plug-n-play writing process, which increased copy production.
- Maintained a copy database of over 40,000 products and ensured messaging consistency across all channels.

Project & Team Leadership

- Automated copy for in-store price signs, which saved an average of five hours per week.
- Trained new copywriters and managed day-to-day activities of contract writers.

Education

Colorado State University – Fort Collins, CO

1996-2002

- Majored in English/Creative Writing, minored in History, additional coursework in Computer Science

Additional Info

- Former writing coach for the Daniels Fund helping high school students write college and scholarship application essays.
- Published poet, accomplished bass guitarist, whiskey aficionado, independently studying linguistics and economics.
- Five years of experience coaching children and young adults in archery and football.
- Competed nationally in archery earning the rank of 17th in the nation.