

**WORK
EXPERIENCE**

RAZORFISH / FORGE INTEGRATED | Freelance Copywriter | Sept. 2015 – Present

- Work with Information Architects, User Experience experts and Designers to simplify online processes for CITIBANK clients: Best Buy, Macy's, Bloomingdale's, Sears, Home Depot
- Strategize formatting error templates and consumer-facing online interfaces
- Manage client social media platforms using Hootsuite (Google Plus, Twitter, Facebook)
- Concepts and writes campaigns for Forge Integrated's clients
- Pitch marketing strategy and new business ideas to new clients

KASASA BY BANCVue | Associate Copy Director | Austin, TX | Sept. 2014 – Sept. 2015

- Managed 8-9 full-time and contract writers across 2 product teams: Kasasa and FIRSTBranch
- Decreased turnaround time on FIRSTBranch websites by 19%
- Oversaw the successful completion of new websites from a copy perspective – (110 websites launched in 2015)
- Reduced revisions in internal marketing to 3 rounds to increase production
- Introduced UX and IA solutions to streamline copy and design collaboration – specifically for sitemaps
- Introduced the first complete copywriter-training program
- Concepted, edited and guided copywriters in the recently re-launched Kasasa.com and ThisisFirstBranch.com
- Managed processes, projects and priorities across marketing, operations and communications department
- Worked with product owners to concept and evaluate new marketing strategies

BULLDOG SOLUTIONS | Content Strategist/Copywriter | Austin, TX | Mar. 2014 – Sept. 2014

- Worked with clients to develop communication programs and lead gen opportunities
- In charge of concepting for and creating multi-channel marketing materials
- Wrote and edited scripts and engaged with talent and directors on shoots during video production

GEOMETRY GLOBAL (FORMERLY G2) | Manager, Copywriter | New York, NY | Nov. 2011 – Jan. 2014

- Wrote copy for agency clients Capital One, Liberty Mutual, Waste Management, BMW, Aetna and Fidelity Bank
- Assisted in pitches during all phases of development
- Collaborated daily with art directors, account teams, UX teams and managed associate copywriters
- Executed five winning packages for Capital One (132% lift or more), making it their most successful year
- Created "A Clear Cut" campaign, a Waste Management microsite that had 332,000 unique visitors per day

HAIER AMERICA | Copywriter | New York, NY | June 2008 - Nov. 2010

- Created copy for product descriptions, brand, advertising, press materials, online content and packaging
- Wrote slogan "Inspired by you. Made by us." which garnered \$10MM towards 2009-2010 marketing budget
- Wrote and edited 2009-2011 Corporate Brochure, including top level executive biographies
- Worked directly with product managers and sales department developing promotional materials
- Wrote ads For Meredith Publications, USA Today and for the National Basketball Association

ECLIPSE MARKETING SERVICES, INC. | Junior Copywriter | Morristown, NJ | Apr. 2007- Mar. 2008

- Wrote bill insert in 2007 with largest ROI
- Copywriter for Comcast and Time Warner direct mail, billboards, and national magazines
- Developed innovative concepts presented to clients, including new logo and original branding
- Wrote business-to-business and sales materials

TIME WARNER CABLE | ACXIOM AGENCY CREATIVE | THE SHADE STORE | ZOOTOO.COM

Freelance Copywriter | Dec. 2010 – Nov. 2011

- Wrote email, mobile, DM, pitches and concepts for multiple projects at once
- Assisted Zootoo owner Richard Thompson on special project including PR work, blogging and travel assistant

**EDUCATION
AND ACTIVITIES**

LEADERSHIP DEVELOPMENT PROGRAM | Austin, TX | 2014-2015

- Leadership Courses 101 and 202
- The Ritz Carlton Leadership Program

SCHOOL OF VISUAL ARTS | New York, NY | Fall 2010

- Continued Coursework; Copywriting and Media Writing

WEST VIRGINIA UNIVERSITY | Morgantown, West Virginia | Class of 2006

- Multidisciplinary Studies: B.A. in Arts, concentrating in Advertising, Sociology and History
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SKILLS

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| Copywriting | Basecamp |
| Editing | Agile/LEAN |
| Wordpress | Adobe Creative Cloud |
| CMS | Management |
| Microsoft Office | Organization |
| Hootsuite | Brand Development |
| Jira | Content Strategy |
| Confluence | |