

## **why**

- Three ADDYs from the Nashville Advertising Federation and four OMNIs from the Kansas City Ad Club.
- Bachelor of Journalism from the University of Missouri. Emphasis: advertising, marketing and public relations. Completed in 3 1/2 years, December 1990.
- Diverse skill sets: Inventive written and verbal communications, advanced strategic development skills, strong leadership and project management capabilities, geek-like computer proficiency.

## **who**

- Packaged Goods: Tropicana Pure Premium, Tropicana Twister, Dole, Nestlé, Flying Monkey Ales
- Durable Goods: Singer Sewing Company, Heil Heating/Cooling, Murray Lawn Tractors
- Hospitality/Entertainment: Opryland Hotel Convention Center, Nashville Zoo/Wildlife Park at Grassmere
- Healthcare: Tristar Health System, The Sarah Cannon Cancer Center, Baptist Hospital
- Cause/Nonprofit: Police Athletic League, Nashville Advertising Federation, Amate House
- Retail: Johnston & Murphy, Jewelry Box Antiques

## **where**

Freelance Copywriter. July 2003 – Present.

- Recent projects include: promotional concepts for Pantene; point-of-purchase headlines and copy for Herbal Essences, Head & Shoulders and Pantene; overarching advertising concepts for Herbal Essences; website copy for Design Integrity; annual report design and layout for Amate House.

Associate Creative Director. April 2002 – July 2003.

Senior Copywriter. April 2001 – April 2002.

Frankel (now Arc Worldwide). Chicago, Illinois.

- Developed promotional marketing programs that drove immediate purchase/action/interaction. Created concept proposals and presented to clients. Wrote print, collateral, online and display materials.

Senior Copywriter. April 1998 – April 2001.

Image III, Inc. (Now White/Thompson). Nashville, Tennessee.

- Developed strategic campaigns for regional and national accounts. Wrote and presented copy for print, broadcast, online and collateral advertising. Produced radio and television spots.

Copywriter. July 1997 – April 1998.

Gish, Sherwood & Friends. Nashville, Tennessee.

- Developed strategic campaigns for print, broadcast and collateral advertising.

Copywriter. September 1996 – July 1997.

Ericson Marketing Communications. Nashville, Tennessee.

- Developed strategic campaigns for print, broadcast and collateral advertising.