



INFORMATION

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OBJECTIVE

Associate creative director or senior copywriter position at a B2C or B2B advertising agency

SKILLS

- More than 20 years of professional writing experience
- Strong team player who works well across disciplines
- Solid team leader and mentor with continuing management education
- Experience with B2B and B2C clients, ranging from Fortune 500 companies to small startups
- Excellent at building and maintaining client relationships
- Willing to try just about anything
- Extensive experience with online communities and social networking

WORKING EXPERIENCE

June 2008-April 2010

Leopard Communications, an Ogilvy company
Broomfield, Colo., USA
Position: Copy Director

Responsible for the quality of all content on the IBM Lotus® software, IBM Tivoli® software, IBM Global Technology Services and IBM Systems Technology Group accounts.

- Oversaw print and interactive content and video projects for accounts that total several million dollars in annual revenue for Leopard and Ogilvy.
- Wrote content for a variety of projects, including demand generation, Web site copy, interactive demos, video scripts, white papers, brochures, sales enablement tools, messaging documents and more.
- Participated in strategy sessions and messaging projects with senior IBM, Leopard and Ogilvy staff.
- Traveled around the world interviewing high-ranking IBM executives, IBM Business Partners and clients for IBM marketing videos.
- Worked closely with Ogilvy New York to ensure a consistent message and look and feel across the IBM account.
- Managed and mentored a team of four writers.

June 2007-June 2008

Leopard Communications, an Ogilvy company
Broomfield, Colo., USA
Position: Senior Copywriter

- Wrote print and interactive copy for a broad spectrum of IBM accounts, including IBM Lotus, Tivoli®, Rational®, WebSphere® and Information Management software, IBM Global Technology Services, IBM Systems Technology Group and IBM Sales and Development.
- Developed sales enablement materials and wrote thought leadership pieces on various technology subjects for CDW.

May 1998-June 2007

Freelance Journalist
Wrote feature stories, essays and service pieces for national and regional magazines. Stories have appeared in Fortune Small Business, Make, Self, Mobile, Mademoiselle, CNET, Salon, San Francisco.

May 1998-June 2007

Freelance Copywriter and Content Strategist
Wrote strategic marketing copy for a variety of B2B and B2C clients, including Cisco Systems, Yahoo!, Google, Safeway, Microsoft, Iron Mountain Digital, Goodstorm.com, Ironweed Films, Netflix, Wells Fargo, Scient.

EDUCATION

Northwestern University
B.S. in Journalism, 1991

GROUPS

Leopard Emerging Leaders
Volunteer committee, Denver Post Underground Music Showcase

AWARDS

Internet Advertising Council Web Marketing Award, 2009
Business Marketing Association Gold Key Award, 2009
Business Marketing Association B2B Ace Award, 2009
Business Marketing Association Pro-Comm Award, 2009
Webby Awards, Peoples' Choice nominee, 2009