

## EXPERIENCE

### **Social Deviant, Chicago, IL 2021-Present**

*Associate Creative Director / Copywriter*

Created digital marketing campaigns across major social media platforms; for product launches, brand websites, and activations targeting key demographics. Successfully lead junior teams in concept development, and implementation of integrated web communications strategies.

Clients: Bumble Bee Seafoods, E & J Gallo Winery, Aldi, e2open, Allegiant Air

### **Freelance, Chicago, IL 2019-2021**

**OKRP, Culture Collective, GA Lottery, Burrell Communications**

*Associate Creative Director / Copywriter*

Created campaigns for broadcast, shopper marketing, and social media on a per project.

Clients: Toyota, Chili's, IL Tourism, IL & GA Lottery, Ace Hardware, Comcast

### **Jacobson/Rost, Chicago, IL 2018-2019**

*Associate Creative Director / Copywriter*

Created integrated campaigns for broadcast, POS and digital across social media platforms; Lead concept development for new business; Provided guidance and direction to creatives.

Clients: Potbelly Sandwich Shop, Conagra Foods, MillerCoors, Brown Jordan Furniture

### **Freelance, Chicago, IL 2007-2018**

**Leo Burnett, McGarryBowen, Havas, DDB, Burrell Communications, Commonground**

*Sr. Copywriter*

Created concepts and copy for websites, blogs, banners and apps, as well as broadcast and print for diverse brands on a per project basis; Lead junior teams on various projects.

Clients: Comcast, McDonald's, Toyota, Quaker Oats, Allstate, Altria, Samsung, P&G, Verizon

### **BBDO, Chicago, IL 2005-2007**

*Sr. Copywriter*

Responsible for ideation and completion of print, TV, radio and digital as part of creative team; Lead presenter on various key projects.

Clients: Wrigley's; Big League Chew, Orbit, Jim Beam, LaSalle Bank, Dial Soap, Starbucks

### **Arnold Worldwide, Boston, MA 1999-2004**

*Copywriter*

Primary creative overseeing the concept development and for general and multicultural markets; Created print, in-store, and broadcast for all consumer markets.

Clients: McDonald's, Hartford Insurance, Citizens Bank, Jet Blue Airlines, Mars Records

## AWARDS

Hatch Awards Gold / Hugo Television Awards Silver / London International Ad Awards / 4A's Foundation DDB Multicultural Creative Scholarship

## EDUCATION

Ascend Training, IL

HTML 5 and CSS Level 1: Coding for Web & Mobile

Miami Ad School at Portfolio Center, Atlanta, GA

Copywriting Program

Penn State University, State College, PA

M.A. Advertising and Media Studies

Morehouse College, Atlanta, GA

B.A. English