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## Work Experience:

### June 2007-Current: Studiocom, Boston MA

SENIOR COPYWRITER

**Clients:** Dunkin' Donuts, Baskin-Robbins

**Projects include:** Website content, creative concepts, OLA, email and other interactive components.

**Responsibilities:** Work closely with creative director and art directors to create concepts and campaigns for clients.

### November 1999 - Current: Goldman Freelance Advertising, Boston MA

FREELANCE COPYWRITER/CREATIVE CONSULTANT

**Clients:** Studiocom (Dunkin' Donuts, Baskin-Robbins), Mullen (Sealy, Stearns&Foster, Massachusetts Office of Travel and Tourism, NASCAR RacePoints, Magazine Publishers of America), Direct Federal Credit Union, Young Women Leaders of Tomorrow (a.k.a. YWLT), Pohly Company (Comcast), Manasian (Polaroid, Cedar Point Communications, BlueRaven), Hill|Holliday Interactive (The Boston Globe, FleetBoston, Love.com, Verio), VPNE Parking Services, White Rhino (American Science & Engineering, Foundry Sports Medicine & Fitness, UNICCO, HBM, Lumigent, Demaware), Merry Design Group (New Balance, Ecco Shoes, CYBEX, Haddad Brands), Crunch Brand Communications (VESCON), Argus (BPHC), TJX (T.J. Maxx and Marshalls), Conrad Wood Preserving/Forest Products, CMN Design, Buyer Advertising, Overdrive Marketing (LoJack), Stackpole & Partners (Merchants Leasing, New Biz Pitch), Marketing Drive (Energy Star, NEEP), Polymedica, The Family Van, Graphique de France, Culture Caravan

**Projects include:** print advertising, taglines, branding, campaign concepting, direct mail, radio, interactive/web, collateral, recruitment advertising, naming, new business pitches, newsletters, B2B, trade shows, and greeting card copy.

**Responsibilities:** Conceive and sell branding campaigns, write copy, act as traffic/project manager, new business manager, AE and creative director (especially when working directly with clients/not through agencies). Lead concepting sessions, work with designers, copywriters, ADs, IAs, CDs and clients.

### February 2001 - Current: Various through Communications Collaborative, CM Access, etc

FREELANCE COPYWRITER

**Clients:** Prospectiv, The First Years, Samsonite, Graphique de France, Key3Media, Merry Design (The Colonnade Hotel, Ariat Shoes), National Leisure Group

**Projects include:** print ads, branding/identity campaigns, naming, taglines, e-mail communication pieces, web content, marketing content, and promotional copy and headlines.

**Responsibilities:** Meet deadlines, write compelling copy and create interesting concepts for ad campaigns and communications.

### August 1999-February 2001: Greenberg Seronick O'Leary and Partners, Boston MA

COPYWRITER

**Clients:** Shaw's Supermarkets/Star Market, Sarah Michaels, Honey Dew Donuts, Freeman Beauty Products, LoJack Corporation, Budweiser - Doc Otis Hard Lemon, SPES

**Projects included:** branding, radio campaigns, print campaigns, web site development and content, online advertising, brochures, television spot and collateral, as well as developing creative for new business pitches.

**Responsibilities:** Work closely with art directors to create concepts and campaigns for clients. Lead copywriter for Shaw's and Star Market account as well as help handle much of the rest of the work coming through the agency.

### January 1999- April 1999: Arnold Worldwide, Boston MA

FREELANCE COPYWRITER

**Client:** Stop & Shop Supermarkets

**Projects included:** creating teaser campaign for print and outdoor and worked on a branding campaign for radio and print.

**Responsibilities:** Work closely with creative team to conceive creative campaigns for client.

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## Education:

B.S. in Communications/Advertising, Boston University 1999, Boston MA

Advanced Creative Concepts, The Ad Club of Boston 1999, Boston MA

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## Skills:

**Computer:** Photoshop, Dreamweaver, InDesign, MS Office, Appleworks, Quark Express, HTML, CSS

**Other:** Inquisitive, Adaptive, Team Player, Dedicated, Enthusiastic, Problem Solver, Creative Thinker. Contributing writer and administrator for the international online ad rag, Adland at commercial-archive.com, guest-blogger at designsessions.edu. Foodie, crafter (knitting, card-making, jewelry, etc.), painter.