
Advertising Copywriter | Content Writer | Journalist | Video Producer

Delivering on client objectives through expert-level copywriting and storytelling across all traditional and digital marketing vehicles. Client base ranges from individual entrepreneurs to small companies to major corporations in fields from healthcare to agriculture, finance, law, not-for-profit, travel, home furnishings, industrial, and more. Visual and verbal thinker skilled at leading and managing creative projects, as well as collaborating with every department level from C-suite to Customer Service.

Areas of Expertise

- Copywriting for All Media Types
- Video/Audio Producer/Director
- Publications, Blogs, Op-Eds
- Web & Social Media Content
- Strategic Planning & Execution
- Branding & Brand Voice Dev
- Collaborative or Solo Visual & Verbal Thinker Detail Oriented
- Interviewer/Researcher

Technical Proficiencies

Software: Microsoft Office Suite, Adobe InDesign, Adobe Acrobat
Tools: Proficient in a variety of CMS platforms, Google Doc products, Project Mgmt. Software

Professional Experience

Copysmith Creative, Kansas City, MO
Owner

1995 – Present

Clients have included Hallmark Inc., Blue Cross Blue Shield, Alliance Bank, Silpada Jewelry, Prospect & Vine Furnishings, First Security Bank, Farah & Farah Law, Teamsters 41, Relax the Back Store, Missouri Department of Tourism, BASF, Trinity Capital Partners, Kansas City University, and Boys & Girls Clubs, among numerous others. Visual and verbal thinker who is skilled at leading and managing creative projects. Excellent at collaboration, organization, as well as time and budget accountability.

Key Accomplishments:

- Maintains long-term, loyal client relationships with one-off clients returning often with new work.
- Manages large-scale, months-long projects, consistently bringing them in on-time and on-budget.
- Executes numerous “from the ground up” branding projects, shaping a client’s positioning, voice, and messaging, then delivering marketing and advertising materials that align with the newly created brand and brand voice.
- Orchestrates numerous multi-media campaigns, building the necessary creative and management team partners To take the projects to a successful finish that exceeds client expectations.
- Authors numerous SEO-focused websites, articles, blogs, newsletters, press releases, and social posts; responsible for researching subject matter, interviewing contacts, and executing the parameters of the client creative brief into stories that motivate readers to the desired action.

Stern Advertising, Cleveland, OH
Associate Creative Director/Producer

1989 - 1995

Specialized in working with retail and packaged goods clients, providing advertising and marketing materials and support in all traditional media.

Key Accomplishments:

- Wrote and produced multi-media campaigns for national and local clients including Kay Jewelers, The Plain Dealer, McDonald's, and the Cleveland Metroparks Zoo.

WBK Advertising, Cincinnati, OH
Associate Creative Director/Producer

1984 - 1989

Worked with companies of all sizes writing and producing for every medium.

Key Accomplishments:

- Instrumental in helping to build full-service agency; created multi-media campaigns for Blue Cross Blue Shield, United Way, Planters National Bank, and the Cincinnati Convention & Visitors Bureau.
- Speechwriter for CEO of Procter & Gamble on behalf of the company's annual United Way campaigns

Lawler Ballard, Cincinnati, OH
Senior Writer/Producer

1982 - 1984

Worked with companies of all sizes writing and producing for every medium.

Key Accomplishments:

- Wrote and produced multi-media campaigns for national and local clients including Central Trust Bank, Kings Island Theme Park and Arby's.

Fahlgren & Ferriss, Cincinnati, OH
Writer/Producer

1979 - 1982

Worked with companies of all sizes writing and producing for every medium.

Key Accomplishments:

- Wrote and produced multi-media campaigns for national and local clients including Valvoline, McDonald's.
- Speechwriter for CEO of Valvoline for national company events

Education & Extracurricular Work

BFA Broadcasting & Advertising - University of Cincinnati, Cincinnati, OH

Children's Crafts & Library Hour Program Developer/Instructor - Marillac School (behavioral health challenged kids)

Elementary School Art Instructor - Young Rembrandts (after school art program operating in several districts)

