



CURRENT POSITION:

Copysmith Creative - Kansas City 1995 – Present

Former ad agency executive turned freelancer who provides expert-level copywriting for a wide range of media and industry categories. Experienced across all traditional and digital marketing vehicles. Skilled interviewer, researcher, and producer.

EXPERIENCE:

- **Branding** - Skilled at helping clients shape and/or retool their brands. Able to translate findings into brand manuals, positioning, and voice direction that serve as messaging benchmarks.
- **Web Content** - Author of numerous SEO-focused websites from medical/healthcare to insurance, financial, IT, manufacturing, and more.
- **Editorial** - Regular contributor to a variety of online and print publications. Also experienced at developing content for newsletters and promotional magazines. Responsible for researching subject matter, interviewing contacts, writing/editing, image recommendations, etc.
- **Blog Content** - My SEO-focused blogs, tipsheets and how-tos are featured on websites for a wide variety of industries, from senior living communities to banks, healthcare, life insurance, manufacturing, and more.
- **Multi-Media Advertising Campaigns** - Experienced at developing traditional creative for a variety of clients in various industry spaces. Skilled in strategy development, concepting, copywriting, graphic design, look and feel, team management, broadcast production, photo/video direction, etc.
- **TV & Web Video Production** - Ideation, scripting, production direction and editing direction of numerous TV campaigns and web videos in the course of my career, and my work has been recognized with several awards.
- **Social Media Posts** - Experienced in developing social media posts designed to drive viewers to websites, and motivate them to purchase and/or take action.

PREVIOUS AD AGENCY POSITIONS:

Stern Advertising, Cleveland, OH – Associate Creative Director

Wrote and produced multi-media campaigns for national and local clients including Kay Jewelers and The Plain Dealer

Griswold, Inc. – Cleveland, OH - Senior Writer/Producer

Wrote and produced multi-media campaigns for national and local clients including Hoover Vacuum

WBK, Cincinnati, OH – Associate Creative Director

Instrumental in helping to build full-service agency ; created multi-media campaigns for Blue Cross Blue Shield, United Way, and the Convention & Visitors Bureau

Lawler Ballard, Cincinnati, OH - Senior Writer/Producer

Wrote and produced multi-media campaigns for national and local clients including Kings Island Theme Park and Arby's

Fahlgren & Ferriss, Cincinnati, OH – Writer/Producer

Wrote and produced multi-media campaigns for national and local clients including Valvoline, Bell, and McDonald's

CATEGORY EXPERIENCE:

Aircraft	Women's Health & Fertility	Manufacturing & Construction
Agriculture	Finance, Investment & Accounting	Medical Practices and Hospitals
Banking	Healthcare	Medical Equipment
Behavioral Health	Home Furnishings	Non-Profits
Consumer Packaged Goods	Health Insurance	Personal Branding
Education	Home & Garden	Real Estate
Entertainment	IT and Digital Tech	Retail
Fashion/Jewelry	Law Firms	Senior Living Communities
Fast Food	Life Insurance	

A SAMPLING OF THE CLIENTS I'VE WORKED WITH...

American Academy of Family Physicians	McDonald's franchises
Alliance Bank	Lehman's Home & Farm Supplies
Ashland Oil	Missouri Department of Tourism
BASF Ag Divisions	Morgan & Haupt Dentistry
Blue Cross & Blue Shield	New Directions Behavioral Health
Cincinnati Convention & Visitors Bureau	Payless Shoes
Cleveland Metropolitan Zoo	Pease Door Company
Demdaco Gifts for Home & Family	Procter & Gamble
Dickson-Dively Orthopedic	Raytheon Aircraft
Farah & Farah Law	SelectQuote Life Insurance
Faultless Starch	Silpada Designs Jewelry
Fertility Bridge - Fertility Clinic marketing	Solvative - Digital technology developers
First Service Bank	Sonic Drive-In
Growing America (ag publication)	Springpoint Senior Living Communities
Hallmark, Inc.	Sprint
Heart 2 Home Home Food Delivery	Teamsters 41
High Country Gardens	The Princeton Review
Jewish Day Nursery	Things Remembered Engraved Jewelry & Gifts
Jockey	Topeka Ear Nose & Throat
Kansas Farm Bureau	Total Petroleum
Kay Jewelers & subsidiary brands	United Way
Kings Island Theme Park	Valvoline Motor Oil
	Veterinary Healthcare Publishers

SOFTWARE SKILLS:

Microsoft Office Suite - All
Adobe InDesign
Adobe Acrobat
Proficient in a variety of CMS platforms
Google Doc products
Project Management Software

EDUCATION:

University of Cincinnati – BFA Broadcasting & Advertising

COMMUNITY SERVICE:

Marillac Center - Children's Crafts & Library Hour Program Developer/Instructor
Young Rembrandts - Art Instructor
University of Kansas - Children's Crafts Instructor