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**Advertising Copywriter | Content Writer | Journalist | Video Producer**

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Delivering client objectives through expert-level copywriting and storytelling across all traditional and digital marketing vehicles. My client base ranges from individual entrepreneurs to small companies to major corporations in fields from healthcare and senior living to agriculture, education, finance, law, not-for-profit, aircraft, travel, home furnishings, industrial, high-end real estate, 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.

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**Areas of Expertise**

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

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**Technical Proficiencies**

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Software: Microsoft Office Suite, Adobe InDesign, Adobe Acrobat Tools: Proficient with CMS platforms, Google Doc products, and Project Mgmt. Software

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**Professional Experience**

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**Copysmith Creative, Kansas City, MO**  
**Owner**

**1995 – Present**

Clients include Hallmark Inc., Blue Cross Blue Shield, Alliance Bank, Silpada Jewelry, Raytheon Aircraft, 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, Boys & Girls Clubs of Greater Kansas City, and Marinela Holistic Education, among numerous others.

In the senior living market, I've written extensively for Glynn-Devins as well as for Anstey Hodge, two agencies that focus on senior living.

I'm a 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, 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**

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*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)

Children's Crafts Instructor - University of Kansas Hospital Children's Wing