



CURRENT POSITION:

Copysmith Creative - Kansas City 1995 – Present

Former ad agency executive turned freelancer who provides expert-level copywriting and storytelling for a wide range of media and industry categories. Skilled across all traditional and digital marketing vehicles. Exceptional interviewer, researcher, and broadcast producer, with additional experience in design.

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. I've also designed websites for my clients.
- **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	Finance, Investment & Accounting	Manufacturing & Construction
Agriculture	Fitness	Medical Practices and Hospitals
Banking	Healthcare	Medical Equipment
Behavioral Health	Home Furnishings	Non-Profits
Consumer Packaged Goods	Health Insurance	Personal Branding
Education	Holistic Therapy	Real Estate
Entertainment	Home & Garden	Retail
Fashion/Jewelry	IT and Digital Tech	Senior Living Communities
Fast Food	Law Firms	Wellness & Wellbeing
Women's Health & Fertility	Life Insurance	

JUST A SAMPLING OF THE COUNTLESS CLIENTS I'VE WORKED

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

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