



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

## **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