



copywriter

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## I AM A SERIOUS PROFESSIONAL

**Actual Copywriter**

November 2010 - present, Boston, MA

**Digitas**

- Wrote new **goodyear.com** website from headline to button to align with the new More Driven campaign
- Created tire launch campaigns and many rich media, and not so rich media, online banners for **Goodyear**

**Freelance**

February - November 2010, San Francisco, CA

**Creative Cat**

- Created the concept and copy for **WildCare's** brand book
- Wrote headlines and body copy for a town commerce microsite - Chattanooga, TN is now a hot spot

**Engine**

**Company 1**

- Laid down clever heads and body for integrated and B2B projects for **Rubio's**, **California Pizza Kitchen** and **The Monterey Bay Aquarium**
- Pitched in on pitches for **Pacific Life**, **Ubisoft** and **Yogi Tea** via concepts, copy and coffee

**MID-LEVEL  
INTERN**

January - March 2009, San Francisco, CA

**R/GA**

- Wrote headlines for a small, emerging brand called **Nike.com**
- Team player on a pitch for **Alpha Romeo**
- Presented a better way to buy an **HP** computer online

**CHIEF SCHEDULER TO HEAD HONCHOS, OgilvyOne Worldwide**

September 2006 - September 2007, San Francisco, CA

**BETTER PAID CALL GIRL, BioQuest, LLC**

September 2005 - September 2006, San Francisco, CA

**CALL GIRL, Coldwell Banker**

July 2004 - July 2005, Boston, MA

## I GOT SCHOOLED

**Miami Ad School** October 2007 - September 2009, San Francisco, CA  
Copywriting Portfolio Program

**Creative Department** April 2007, San Francisco, CA  
Copywriting and Concepting

**Academy of Art University** May 2006, San Francisco, CA  
Advertising and Marketing Strategies

**St. Lawrence University** May 2002, Canton, NY  
Bachelor of Arts Degree - English Literature

## STUFF I USE, ALLEGEDLY

Microsoft Office Suite,  
Filemaker, Extensity,  
Lotus Notes and Adobe  
Creative Suite