



## Experience

6/2005 – 3/2008

Wunderman TeamDetroit

Dearborn, Michigan

### Digital Advertising Copywriter

- Wrote all site copy and worked cross-media to co-write video scripts for the Lincoln MKS launch microsite, which was named FWA's "Site of the Day" 11/29/2007.
- Assisted in creative conception and direction of Lincoln MKS video shoot to ensure the imagery and copy worked in tandem to support the launch theme while bolstering Brand perception.
- Collaborated with core digital creative team to create an MKS site concept that met client hard-launch date, while providing the user with accurate, interesting and easy-to-navigate information.
- Improved usability within Lincoln.com and the Reach Higher brand site, which helped move the site to No. 2 in J.D. Powers rankings.
- Worked with print and broadcast—as well as strategy, interactive design and client management teams—to promote cohesive messaging across all media channels while increasing site productivity for Ford, Lincoln and Mercury automotive brands.
- Conceived, wrote and implemented digital advertising executions, including static banners, interactive banners, emails, webpages, and animation voiceovers.

6/2004 – 6/2005

Creative Marketing Associates

Shelby Township, Michigan

### Copywriter

- Wrote concise, original copy for brochures, websites, CDs, postcards and more for construction industry clients while consistently surpassing productivity goals.
- Interfaced with and managed expectations of clients to help ensure overall satisfaction.

6/2002 – 4/2003

Rio Rancho Mid High

Rio Rancho, New Mexico

### Humanities Nine Instructor

- Planned, implemented and supervised student-centered techniques and technologies to foster writing development, literature comprehension and art appreciation.

5/2001 – 1/2002

OSU Outdoor Adventure

Stillwater, Oklahoma

### Webmaster & Customer Service Representative

- Launched a website expansion to increase quality of the customer information website.
- Worked independently in office operations and customer service to manage recreational and team-building excursions.

## Freelance Clients

4/2008 – Present

Johnson Controls

Plymouth, Michigan

### Market Research Assistant

- Advised Market Research team in usability and created recommendations to increase interest and overall user interaction with intranet portal.

6/2008 – Present

R/P Marketing & P.R.

Holland, Ohio

### Offsite Copywriter

- Independently produced copy for Macy's 150<sup>th</sup> Anniversary microsite and multiple online

articles.

4/2008 – Present

*Energi Interactive*

*Southfield, Michigan*

### **Onsite Copywriter**

- Collaborated with designers to produce website copy and online ad units for clients such as Chrysler, Wal-Mart and the U.S. Navy.

6/1998 – Present

*Shooting Star Enterprises*

*Hitchcock, Oklahoma*

### **Offsite Editor & Copywriter**

- Transitioned business website from start-up to its current position as a top resource for Victorian living history and era-correct clothing.
- Worked with owner to tighten and edit marketing materials, press releases and webpages.

12/2007 – Present

*Webhue*

*Royal Oak, Michigan*

### **Offsite Copywriter**

- Collaborated with designer to concept and create a tri-level print campaign and website to increase customer awareness for a VoIP client, while increasing usability and consistency of messaging.

## Education

5/2002

*Oklahoma State University*

*Stillwater, Oklahoma*

### **English Bachelor of Arts**

- World literatures with a creative writing emphasis.
- Studied under National Book Award Winner Ai, and published fiction writers Toni Graham and Andrea Koenig.
- Secondary Education Certification.

12/2003

*Technical Vocational Institute*

*Albuquerque, New Mexico*

### **Digital Publishing**

### **Professional Development**

- Layout, typesetting, and design techniques and technology using Quark Xpress, Freehand, Photoshop, Pagemaker, InDesign and GoLive on both MAC and PC.

8/2001

*Meridean Vo-tech*

*Stillwater, Oklahoma*

### **Advanced Web Design**

### **Professional Development**

- Studied and implemented HTML, basic Java and style techniques in web design.

## Skills

Skill Name	Skill Level	Last Used	Experience
Word Processing with document layout, management, and presentation (MS Office, Works, Wordperfect, etc.)	Expert	Currently used	14 years
Advertising and Marketing Copy	Intermediate	Currently used	8 years
Basic HTML coding	Intermediate	Currently used	10 years
Academic Writing and Editing	Expert	Currently used	13 years
Visual Arts (Painting, Drawing, etc.)	Intermediate	Currently used	16 years
Desktop and Digital Publishing (PC & MAC)	Intermediate	Currently used	13 years

## Additional Information

- Published author of *Waiting for the Sunrise: a novel*.
- Co-Founder of Write Club of Detroit.
- Featured fiction author in the Summer 2006 issue of *Her Circle Ezine*.
- McOndo Grand Prize Winner in the 2005 *Metro Times* Fiction Contest.
- August 2004 Employee of the Month at Creative Marketing Associates.
- Runner-up in Oklahoma State University's 2002 Creative Fiction Contest.
- Internet advertising customer liaison and marketing materials' designer for OSU's *O'Colly Online*.
- Volunteer editor for Oklahoma State University's *Papyrus* undergraduate writing magazine.
- Contributing columnist and assistant editor for student newspapers and publications for 5 years.

References Available Upon Request.