

Professional Profile

Über creative, senior level copywriter and marketing communications strategist with in-house corporate, agency and trade association experience.

In depth skills:

- Optimized direct response
- Content marketing/blogging
- Email campaign
- Event/conference materials
- Brochures
- Articles
- Print ads
- Trade show marketing
- Re-branding/theme development
- Presentation skills training
- Speech writing
- Video scripting
- Blogs/websites
- Articles/business journals

Professional Experience

Freelance Copywriter, Script and Speech Writer, Chicago area, Charlotte area since Aug. 2019
Nov. 2014 - Present

Clients:

- **Agencies:** Group365, Media Center, Swimmer Integrated Marketing, Mindful Mix, Tweyen Design, Copper7 Video, The Valcort Group
- **Organizations:** HIMSS, Rohrer, Landauer Radiation Safety, ASUG, AAOS, IRA, AMA, EIIA, Kineo Learning Solutions, Northwest Compass, LiveCareer, Advanced Technologies Group, Toddy Gear

Project Highlights:

- 30+ tutorial and marketing videos
 - Email and direct marketing campaigns
 - Blogs for both manufacturing and professional services
 - Webinar content for B2B marketing communications
 - Magazine articles and brochure content for trade associations
 - Industry conference collateral
 - Web copy
 - CEO speechwriting and speech coaching
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Association of Legal Administrators, Chicago, IL**Copywriter**

Oct. 2013 – Nov. 2014

Achievements:

- Researched and wrote email body text, tags and headlines promoting conferences, webinars, education programs and publications with a click rate of >30%
- Strategized and wrote copy for brochures, sell sheets, ads, internet, press releases and social media
- Scripted and hosted ALA's podcast series "Legal Management Talk" on blogtalkradio
- Produced and scripted ALA videos for conferences and member recognition
- Collaborated with senior management, graphic designers and marketing managers on high visibility projects

Freelance Script, Speech & Copywriter, Chicago, IL

Sept. 2012 – Oct. 2013

Clients:

- **Agencies:** Sassybworldwide Public Relations, Tweyen Design, Focii Animation Studio, Swimmer Integrated Marketing
- **Organizations:** Sears/Kmart, HIMSS, AAOS, Evoke Productions, Offmydesk

Project Highlights:

- Brochure copy product launches
- Marketing explainer videos
- Customer letters
- Email marketing campaigns
- Proposal database development
- Speeches

Healthcare Information and Management Systems Society (HIMSS), Chicago, IL**Senior Marketing Writer**

June 2007 – Sept. 2012

Achievements:

- Brainstormed, strategized and wrote marketing material for large-scale, global healthcare IT conferences
 - Managed large-scale projects with both in-house and vendor resources
 - Launched a C-Suite community, *Leaders & Innovators*, along with its series of conferences, research papers and activities
 - Developed a successful recruitment video on a tight deadline and budget
 - Established a Writer's Group to streamline creative approval, strengthen guideline adherence and integrate messaging company-wide
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Paladin Creative Staffing, Chicago, IL
Contract Marketing and Speech Writer
Sept. 2006 – June 2007

Clients:

- **Organizations:** The Pampered Chef, HIMSS

Project Highlights:

- Provided speechwriting support to Pampered Chef's founder Doris Christopher
- Developed marketing copy for HIMSS (print, digital, event)

RR Donnelley, Chicago, IL (Bannockburn location)
Proposal Response Team Manager
May 2004 – May 2006

Responsibilities:

- Managed all aspects of the RFP (proposal) process
- Researched/wrote/edited new and existing material
- Coordinated sales and pricing efforts
- Developed new subject matter expert relationships

Underwriters Laboratories Inc., Northbrook, IL
Senior Speechwriter and Video Producer – Global Communications
March 2000 – June 2003

Achievements:

- Chosen for a speech reprint in the Defense Acquisition's trade publication
- Developed and led multiple communication projects to support a major change management initiative, "Orchestrating Success"
- Co-produced UL's Annual Meeting with the following responsibilities: speechwriting, video development, speaker support and creative vendor management
- Won UL's highest recognition, the "General Manager's Award" for creating an innovative employee appreciation program - "Share the Pride"
- Produced last minute speeches under tight deadlines

Education

Western Illinois University, Macomb, IL and Knox College, Galesburg IL
BA in Theater (WIU)

Associations:

- Business Marketing Association
 - International Association of Business Communicators (past member)
 - Ragan Communications (past member)
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