

Summary: Award-winning, senior copywriter with agency and client-side experience across B2B and B2C. Expert in crafting strategically driven work that drives action through UX copy, case studies, thought leadership, video scripts, blogs, print, and social.

Employment**Analog Devices, Sr. Content Writer (2019-Present)**

Concept, write, produce compelling content for ADI's website and content hub **Signals+**, including case studies, thought leadership, video scripts, print, social for various industries including aerospace, automotive, communications, digital healthcare, energy, and industrial automation.

Freelance, Senior Copy/Content Writer (2018)

Clients: Lola.com, startup business travel management software; CVS Health/Aetna; Software ag; Hosting.com; NeuroMetrix (Quell); Zerto. Concepting, copywriting, positioning B2B/B2C initiatives, including SEO/UX/web content writing, video scripts, emails, banner ads, blogs, e-books, whitepapers.

ZERTO, Senior Copywriter (2016-2018)

Senior copywriter for award-winning Business Continuity/Disaster Recovery (BC/DR) software startup. Leads creative team on concepting, writing, editing, positioning all B2B, Channel Partner marketing/advertising initiatives, including digital, video, print, email, banners, blogs, event planning, more.

CARBONITE, Senior Copywriter (2014-2016)

Senior lead copywriter for Carbonite cloud backup; Crafted/concepted for all facets of marketing and positioning, including print, email, banners, site content, blog posts, DM, and more.

Freelance Copywriter (2013-Present)

Concept, collaborate, write online/offline marketing content in coordination with in-house teams; clients included MFS (broker-based communications); Bialow Real Estate; John Hancock, more.

BANK OF AMERICA/MERRILL EDGE, Contract Copywriter (2012-2013)

Manage, concept, write SEO-focused, online content, advertising banners for Merrill Edge Online Sales site, featuring all major product sections including *College Planning, Retirement, Stocks, Bonds, Mutual Funds, Why Merrill Edge, Research*, more.

DIGITAS, Contract Copywriter (2011-2012)

Write/concept/research/manage SEO-relevant content for OMMA-award winning Bank of America Enterprise website (about.BankofAmerica.com); content sections include Global Impact and Partnering Locally. Also, Merrill Edge content and banners.

FIDELITY, Contract Copywriter (2011)

Concept/write print, brochures, DM, OLM, emails, landing zones, websites for Fidelity's in-house Ad/Interactive departments for their Retail, Personal Wealth and Investment and other divisions.

Freelance Copywriter (2009-2011)

Clients include *Computer Associates, Constant Contact, Fidelity, Foxwoods, Isobar, Lahey Clinic, Longwood Mall, Nichols College, 121 Interactive, Staples, StreetSafe/Boston, Timberland, UMass Dartmouth, Vistaprint, Wyndham Hotels*, more.

KEL & PARTNERS, Boston, MA (2006-2009)

Senior Copywriter; Wrote, assisted in creative direction, strategy for print, direct, broadcast and online efforts for *Carpet One, Centive, Harvard Pilgrim, RazorGator, Skyscape, Smartbargains, Staples, TransAct, Zappos*, more.

Freelance Client List**Agencies**

- Arnold
- Amergent
- Carbonite
- Cramer
- Causemedia
- Digitas
- Dolabany Group
- Hill, Holliday
- Isobar
- Manasian
- MDG
- Mechanica
- Mullen
- One to One
- Overdrive
- TFA/Leo Burnett
- Wilde Direct

In House Clients

- Bank of America
- BJ's Wholesale
- Boch Automotive
- Bose Corporation
- Boston Globe
- Brookstone
- Fidelity
- Merrill Edge
- MFS
- Prospectiv
- Talbots
- TJX Co.
- Vistaprint

Industries

- Audio
- Automotive
- Financial
- Fundraising
- Healthcare
- High Tech
- Higher Ed
- Publishing
- Retail/Fashion
- Sporting Goods
- Software
- Travel/Hospitality

Freelance Copywriter (2002-2006)

Clients: *BJ's Wholesale, Bose, Constant Contact complete initial branding; Cybex, Eastern Bank, Eastland Shoe, Fidelity, Foxwoods, Lo-Jack, TJX, more.*

EURO RSCG/CIRCLE.COM, Boston, MA (1999-2002)

Senior Copywriter; Wrote digital content development/SEO for *Campbell's Soup Company* [Chunky Soup (Effie Award-winner), Pace Salsa, Pepperidge Farm, Goldfish, Prego Sauces, Swanson Broth, V8 Juice]; *The Truth* Anti-Smoking Campaign, *ING Direct*, *Royal Caribbean Cruise Lines* and *Verizon*.

BOZELL (aka: MACDOUGALL ADVERTISING), Peabody, MA (1997-1999)

Senior Copywriter; Clients: *Burdett College, Lodestar Energy, Peabody Essex Museum, People's Federal Savings Bank (BankNorth); Tyco International.*

EDUCATION/ASSOCIATIONS

Emerson College, Boston, MA; BA Communications

University of Massachusetts, Amherst, MA

Member: Ad Club of Boston, NEDMA, MITX