



heidi hartz watson
copywriter • concepter • creative director

contact

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work

- 07.08-current freelance seattle, wa
clients – zillow, publicis, pop agency, draftFCB, wongdoody, tbd advertising, campbell
mithun, razorfish, possible, hammerquist studios, hornall anderson, jennergy
brands –zillow, t-mobile, target, amazon, knowledgehound, best buy, dockers, hp,
starbucks, alaska airlines, kitsap credit union, ford, hydro flask, microsoft, lay's
- 07.06 – 07.08 senior copywriter starbucks coffee company seattle, wa
projects – in-store promotional campaigns, regional advertising, packaging, digital
brands – starbucks coffee, tazo tea, ethos water
- 09.04 – 07.06 freelance seattle, wa
clients – sedgwick rd., wongdoody, publicis, blase design, switchback pr
brands– tahoe mountain resorts, washington mutual, dish network, nike, alaska airlines
- 11.02 – 09.04 senior copywriter real networks seattle, wa
projects – marketing e-mails, banner ads, landing pages, copy style guide
- 5.01 – 11.02 freelance seattle, wa
clients – wongdoody, shift digital, zaaz, concept soup
brands – t-mobile, washington mutual, seattle public library, highland capital
- 1.00 - 5.01 copywriter ddb seattle, wa
brands - rei, lee, jansport, torrefazione italia, stimson lane winery
- 3.99 - 1.00 freelance seattle, wa
clients – ddb, shenius marketing, sasquatch, j. walter thompson
brands – shurgard storage website, agilent technology, microsoft, shopstars.com
- 3.98 - 3.99 copywriter cole & weber seattle, wa
brands – boeing, pyramid alehouse, thomas kemper, eVent, seattle symphony
- 3.96 - 3.98 copywriter cole & weber portland, or
brands – silicon graphics, extensis, visio, pacific one bank, gte internetworking
- 2.95 - 3.96 copywriter turtledove clemens portland, or
brands – clackamas county tourism, vtech, providence medical centers

education

1994 portfolio center atlanta, ga
copywriting

1990 university of dayton dayton, oh
b.a. communications (radio/tv)

testimonials

"We truly value the creative insights that Heidi brought to our project. Her easy-going, collaborative work style had a significant impact on the concept development for our client's website. The copy written by Heidi based on this concept provided our client with an unconventional and emotive, yet highly relevant positioning within their industry. Our client was thrilled at the unique tone of their website, and we were extremely pleased with our experience in collaborating with Heidi."

Jay Christensen Ply Interactive. *Worked for Jay at Ply.*

"Heidi is the ideal writer. You give her the assignment and she comes back with stuff you can actually use. A delightful departure from the usual. One caveat: Her husband, flies into a jealous rage anytime "outsiders" call. So if he answers act like it's a wrong number."

John Schofield Creative Director (retired), wongdoody, Seattle. *Worked with John at Wongdoody.*

"Heidi isn't afraid to ask tough questions, to challenge assumptions or to work late to come up with one more round. She is tireless in her pursuit of the right thing. She is also a student of the business and of life; she's the person I'd go to for everything from restaurant recommendations to producer referrals to office gossip."

Angela Reid, former Copy Manager, Starbucks Coffee Company. *Worked with Angela at Starbucks and DDB.*

I had the pleasure of working with Heidi on many assignments at Starbucks. I found Heidi to be highly creative and engaged. Heidi, is good at concept development which led to good ideas that made the work more relevant. Heidi is very passionate about writing and it shows in her work and in client interactions as well as in internal meetings. I would highly recommend Heidi and would enjoy working with her again.

darryl collins, senior graphic designer. *Worked with Darryl at Starbucks.*

It's like this - Heidi's got the chops on a number of fronts. Never mind the actual writing - it's always crisp and smart with just enough whimsy to make you smile. More importantly - she's got the ideas. The concepts. The meat on the bone so to speak. I don't give a shit what software makes letters or pictures spin - what it comes down to is content - and she's the one who's gonna make it interesting.

Larry Weiner, author, former art director at Starbucks. *Worked with Larry at Starbucks.*

Heidi is a great writer and thoughtful problem solver. She's a pleasure to work with and I highly recommend her!

Jennie Steed, Senior Signature Experience Manager at T-Mobile *Worked with Jennie at Starbucks.*

"Heidi is an excellent conceptual thinker and writer. She works well with just about anybody, and always deliver great result. She is an expert in different nuances for different communications, but her work shines the best in witty and creative voice for branding and advertisement."

Fumi Watanabe, Sr. Director, PLP Brand Design & Sustainability Design at PepsiCo. *Worked with Fumi at Starbucks and freelance.*

“Intelligent, passionate, inventive...what more could you want in a copywriter? I have known Heidi for 20 years. I’ve worked with her, I married her to her husband and I’ve looked after her cat. She has my unreserved recommendation.”

Rebecca Armstrong Managing Director, North, Portland OR. *Worked with Rebecca at Cole & Weber.*

“Heidi is smart, lucid, and a fine writer, who will differentiate a client's brand by virtue of concepts and writing that are relevant, original and impactful. Plus, she’s nice. I would hire her again in a heartbeat.”

Marty McDonald Creative Director / Principal, Egg, Seattle. *Worked for Marty at DDB*

“Heidi is a horrible seamstress. She took a day and a half to make a single skirt. And that's not because she was making it look really good.”

- **Pam Fujimoto**, creative director, twitter. *Worked with and for Pam at Wongdoody*

“Wolfe, Wilde, Swift, Dickens...Hartz.”

Jim Elliott Global Executive Creative Director, Goodby, Silverstein & Partners. *Worked with Jim at Cole & Weber*

“We have no idea what she does. She writes slogans, right?”

Heidi's parents