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2e Creative (St. Louis, MO)

Senior Copywriter | March 2021 to present

TYPES OF WORK:

Messaging, Product launches, Brand campaigns, Sales enablement, Marketing collateral

HIGHLIGHTS:

- Working on Alcon, the global leader in eye care, with dozens of cutting-edge brands across their surgical portfolio

Kasasa (Austin, TX)

Senior Copywriter | April 2020 to March 2021 • Copywriter → Copy Lead | February 2012 to March 2015

TYPES OF WORK:

Brand guidelines, TV/radio/print/digital ads, Local market activations, In-branch collateral, OOH and point-of-sale advertising, Site-mapping, Social, Email, Content, Banking compliance, Blogging

HIGHLIGHTS:

- Accounts grew from 328k in 2012 to 625k+ in Feb. 2015 — a 90.2% increase — now over 2.25 million
- Won a companywide award for “Badassitude” (read: “Excellence” at other companies)

Freelance

Brand Consultant, Copywriter | October 2018 to present

TYPES OF WORK:

Naming, Branding, Customer onboarding, Email/push campaigns, Point-of-sale

CLIENTS:

- XFL, Energizer, Kasasa, Swimmers, FireKeepers Casino & Sportsbook, plus a few startups

FleishmanHillard (St. Louis, MO)

Senior Copywriter, Managing Supervisor | September 2018 to November 2019

TYPES OF WORK:

Brand guidelines, Style guide, Award entries, Video scripts, Pitch decks, B2B marketing, Trade ads, Case studies, Narrative development, Thought leadership, HR/recruiting materials

HIGHLIGHTS:

- First-ever, back-to-back wins for PRWeek and Holmes Report U.S. Large Agency of the Year
- Also worked on clients, including Jordan Brand (Nike), Levi’s, Patagonia, and Spartan Motors

World Wrestling Entertainment (Stamford, CT)

Copywriter | December 2016 to August 2018

TYPES OF WORK:

TV/print/digital ads, Scripts, Catchphrases, Taglines, Naming, Merchandise, Brand partner integrations, Social, Company values, CSR, Event marketing, Email, B2B support, Speechwriting

HIGHLIGHTS:

- Concepted #SpeakWWE, a social campaign that’s bringing WWE fandom out of the shadows
- Video views by the millions

FanDuel (New York, NY)

Senior Copywriter, Team Lead | April 2015 to December 2016

TYPES OF WORK:

Brand guidelines, Landing pages, Onboarding flows, Video scripts, Digital/radio ads, OOH and arena signage, NFL and NBA partner promotions, Message testing, Events, Site copy, UI, Product/feature launches

HIGHLIGHTS:

- Ad copy tested better than CPA benchmarks across digital, radio, and affiliate channels
- Led the copy side of a full rebrand (a rebrand the internet didn’t hate)

Red Ventures (Charlotte, NC)

Copywriter | August 2010 to February 2012 • Copywriting Intern | June 2010 to August 2010

TYPES OF WORK:

Microsites, Landing pages, Direct marketing, Blogging, SEO, Conversion optimization

HIGHLIGHTS:

- Got comfortable working with major brands like DirecTV and ADT Home Security

EDUCATION Bachelor of Journalism in Advertising/Strategic Communication | May 2010 | University of Missouri