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HARD ROCK BET 🙌 (Remote)

Creative Director | *Aug 2023 to present*

THE ROLE:

Leading and scaling the entire sportsbook + casino Creative Team through Hard Rock Bet’s first major acquisition push – TV, digital, CRM, paid social, OOH, radio, and more.

THE HIGHLIGHTS:

- Sportsbook “Campaign of the Year” for our fall Florida launch (SBC Awards)
- Somehow won a CLIO (bronze) for our budget-friendly UGC spots the next spring

BRANCH (Remote)

Senior Copywriter | *Nov 2021 to June 2023*

THE ROLE:

Helped tell the story of Branch insurance and scale every part of the business – including direct-to-consumer, paid social, partnerships, and our independent agency channel.

THE HIGHLIGHTS:

- Founded the Creative Team and all the processes that go with it
- Annual written premium (primary growth metric) grew 4.5x YOY to \$150M

2E CREATIVE (St. Louis, MO)

Sr. Writer → Copy Supervisor | *Mar 2021 to Nov 2021*

THE ROLE:

Oversaw copywriting/concept development for brand campaigns and product launches, pitched work to clients – keeping patients healthy, surgeons ready & regulators happy.

THE HIGHLIGHTS:

- Promoted to lead team after 6 months
- Worked on Alcon, the global leader in eye care, with dozens of cutting-edge surgical brands (pun intentional)

FLEISHMANHILLARD (St. Louis, MO)

Managing Supervisor, Copy | *Sep 2018 to Nov 2019*

THE ROLE:

Balanced client work with new business and the agency’s own campaigns – crafting narratives, manifestos, and pitch decks, while racking up awards across the PR industry.

THE HIGHLIGHTS:

- Client work included Jordan Brand (Nike), Levi’s, Patagonia, and Spartan Motors
- First back-to-back wins for PRWeek and Holmes Report “Large Agency of the Year”

WORLD WRESTLING ENTERTAINMENT (Stamford, CT)

Copywriter | *Dec 2016 to Sep 2018*

THE ROLE:

One of two writers on the in-house Creative Team, collaborating on everything from brand campaigns, character identity, merch, and live events to WWE Network acquisition.

THE HIGHLIGHTS:

- Concepted #SpeakWWE, a social campaign to fuel UGC content and bring WWE fandom out of the shadows
- Millions of views, all over the world

FANDUEL (New York, NY)

Sr. Copywriter → Creative Lead | *Mar 2015 to Dec 2016*

THE ROLE:

FanDuel’s first copy hire. We acquired millions of paid active users on efficient spend. I also helped grow the internal team and shaped the brand into a destination for sports fans.

THE HIGHLIGHTS:

- Drove creative that constantly beat CAC benchmarks across digital, paid social, radio, and affiliate channels
- Led the copy side of a full rebrand

KASASA (Austin, TX)

Copywriter → Copy Lead | *Feb 2012 to Mar 2015, Apr 2020 to Mar 2021*

THE ROLE:

First copywriter for the Kasasa brand – soon promoted to lead our growing copy team through our debut in-house national ad campaigns. Came back for a COVID year.

THE HIGHLIGHTS:

- Kasasa accounts grew to 625k+ by March 2015, now over 2.25 million
- Won a company award for "Badassitude" (read: “Excellence” at other companies)

RED VENTURES (Charlotte, NC)

Copy Intern → Copywriter | *June 2010 to Feb 2012*

THE ROLE:

Learned the ins-and-outs of writing for digital audiences, direct response marketing, and how to do work that actually works.

THE HIGHLIGHTS:

- Sold a whole lot of DirecTV and NFL Sunday Ticket via limited-time deals and promo tactics

FREELANCE BRAND CONSULTING AND COPYWRITING (Over the years)

XFL, Caesars, betPARX, Fliff, Energizer, Swimmers, FireKeepers Casino, and a few other start-ups

UNIVERSITY OF MISSOURI

Bachelor of Journalism in Advertising/Strategic Communication | *May 2010*