TINA KARELSON

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CREATIVE DIRECTOR & COPYWRITER

My talents for strategic thinking, creative problem solving and the craft of writing contributed to successful results for a wide range of consumer and business-to-business clients at Risdall, a digitally focused marketing and advertising agency. As a partner, 2007–2016, I participated in operations, business development, staffing and finance decisions. Since 2017, I have freelanced for Risdall and other clients.

WHAT I DO WELL

- Absorb complex information and distill it into clear, compelling content
- Collaborate with art directors to create concepts for integrated campaigns
- Write short, punchy copy for digital and traditional advertising
- Write long, sophisticated copy for white papers, articles, websites and sales collateral
- Develop brand taglines and names for products, services and companies
- Manage multiple priorities to meet short-term deadlines and achieve long-term goals

SELECTED CLIENTS

Arts Midwest World Fest • Baxter Healthcare • Coppertone • Digital River • Fairview • Help Me Grow MN • Hennepin County • Hospira • Optum • Risdall Ranch Winery • 3M • Turck • Vision Ease

CAREER HIGHLIGHTS

- Working with soccer legend and brand ambassador Mia Hamm during a two-year integrated campaign for Coppertone polarized prescription lenses
- Adapting to Agile process while working on critical 2017 Risdall website reboot
- Creating concepts for and writing one of the world's first ad agency websites, ca. 1995
- Curating children's video content for the Estonian-language YouTube Kids app
- Making strategic and/or hands-on creative contributions to agency success in CLIO Healthcare and other competitions, including Web Marketing Association WebAwards/Mobile WebAwards, Business Marketing Association and Telly Awards

EDUCATION

- M.F.A., Creative Writing, Hamline University, 2018
- M.A., English Language and Literature, University of Minnesota, 1995
- B.A., English, Journalism, University of Minnesota, Phi Beta Kappa, *magna cum laude*

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CONTINUING EDUCATION & CERTIFICATIONS

• Hubspot Inbound Marketing Certification and Email Marketing Certification, valid February 2017 – April 2019
• Building an Effective Nonprofit Board of Directors, Minnesota Council of Nonprofits workshop, February 1, 2017
• Numerous classes at The Loft Literary Center

COMMUNITY AFFILIATIONS & ACTIVITIES

• Advisory Board, University of Minnesota Department of English, 2017 – present
• Board of Directors, St. Anthony Village Sister City Association, January 2009 – December 2017
• Friends of the Ramsey County Libraries, New Brighton Capital Campaign Committee, 2011-2012; Shoreview Capital Campaign Committee, 2015–2016

I SAVED THE NERDIEST FOR LAST

• Published poet
• Winning contestant, *Jeopardy!*
• National championship team member, University of Minnesota College Bowl