
tom gallagher

EXPERIENCE: **Senior Content Strategist @ CVS Health**

January 2018 – Present • Boston, MA

- working with UX designers to optimize and evolve customer-facing digital experiences
- designing and scripting the company's inaugural voice assistant user interactions
- collaborating on the creation of digital-first health care services

Brand Strategist & Senior Writer @ LiveArea

February 2012 – July 2017 • Seattle, WA & Boston, MA

- set strategic direction and wrote briefs for branding, marketing and site projects
- contributed strategy, creative, writing, deck creation and presentation to pitches
- worked side-by-side with UX and visual designers to shape flagship digital experiences
- developed brand identities, platforms and copy for beauty, fashion, tech and B2B clients
- wrote on-brand copy for Maui Jim, MOVADO, Olay, YETI and others

Senior Writer @ Ascentium (formerly miller.whiterunkle, now SMITH)

January 2008 – February 2012 • Seattle, WA

- created new brand platform, print and banner campaigns, and careers site for Itron
- generated concepts and messaging for Precor brand platform, catalog and site
- crafted messaging for Motorola collateral, email and point-of-sale
- generated concepts and messaging for AT&T direct mail and point-of-sale

Creative Lead & Senior Copywriter @ Infinite Media

April 2004 – August 2007 • Lynn, MA

- developed and deployed new brand platform for Northern Bank & Trust Co.
- conceptualized and wrote print and direct mail campaigns for Constellation NewEnergy
- scripted and produced radio ads for Zoo New England

Marketing Specialist @ Avary RTG Construction

January 2003 – April 2004 • Boston, MA

- wrote and designed marketing boilerplate, brochures and project case studies
- wrote and collaborated with Web designer to create new website
- researched projects and crafted narratives for award submissions

Copywriter @ DiBona Bornstein & Random

October 2000 – December 2002 • Boston, MA

- developed messaging for Sodexo USA ads, website, multimedia and brochures
- wrote print ads and generated TV ad concepts and scripts for Pioneer Investments
- scripted and directed radio ads and wrote brochures for CCBT Financial Companies

HONORS: Awwwards, Communication Arts, Davey Awards, W³ Awards, Webby Awards

Presenter @ Seattle Interactive Conference 2012

Eagle Scout Award

EDUCATION: Syracuse University – S. I. Newhouse School of Communications

Advertising Major & Marketing Minor, Bachelor of Science – May, 2000