

LOWELL PRIES | ACD COPYWRITER

SKILLS

What makes a great advertising concept isn't the "cool" tactics, it's the story those tactics can tell. I'm a storyteller. I solve creative challenges and write compelling, cross-channel content for B2C and B2B brands. I lead and mentor creatives, concept, strategize, art direct, develop brand and product names, present, review and approve work.

EXPERIENCE

Freelance | April 2010 - Present

Hero Digital, Havas, Critical Mass, Rightpoint, Advocate Aurora Health, Rewards Network, PACO Collective, Merge, Trisect, The Designory, 88 Partners, Ryan Partnership, independent branding work.

VML | Associate Creative Director | May 2014 - Jan. 2018

Created brand voice and produced editorial and video content. Created event sponsorships and seasonal retail campaigns. Developed social media and web content. Reviewed projects for final approval and release. Mentored junior creatives.

HAVAS | Sr Copywriter (2x) | May 2010 - May 2014

Helped create the Blockbuster "Less Waiting. More Watching." campaign including tagline. Produced direct-mail and out-of-home campaigns for Citibank.

Critical Mass | Copywriter (2x) | Dec. 2013 - Dec. 2014

Wrote for the AT&T customer site in an agile environment. Created copy that improved the user experience. New business pitch-work.

SapientRazorfish | Copywriter | May 2008 - April 2010

Created and developed web promotions for Kraft Foods brands, including promotional sponsorships with NASCAR, Susan G. Komen, and the Super Bowl. Created AT&T digital display ads.

EDUCATION

Chicago Portfolio School | Professional Degree | 2006
Univ. of Wisconsin - Green Bay | BA Communications | 1997

OBJECTIVE

To do work I'm passionate about for an organization I'm passionate about.

To grow creatively while helping my clients do the same.

To be a positive addition to your company's culture.

LowellPriesCreative.com



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www.linkedin.com/in/pries-advertising

BRANDS

AT&T
BMO Harris Bank
Blockbuster
Citibank
Ford
HP
Kellogg's
Kimberly-Clark
Kraft
Sears
Tyson Foods
Twitter
United Airlines