

## **WHAT I'M LOOKING FOR**

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I want to be actively involved in an agency's culture. I want to come up with big ideas. I want to write stuff that make others jealous. I want to win a Gold Pencil. I don't want to be held back. I want to do more broadcast. I want to grow. I want to be appreciated and valued. I want people to see my worth without me having to convince you of it. I want to be excited about every single project I get to touch. Hey, I don't think that's too much to ask.

## **WHERE I'VE BEEN**

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2006-present • deep • Springfield, MO • Copywriter

Here, I've continued to develop my skills as a writer and conceptual thinker, working one-on-one with my agency's art directors to present big-picture thinking to our clients. Some of my clients include Everpure, Coffee-mate, Nesquik and Minor's. I've also done work for the American Heart Association, World AIDS Day, Toll House, Dreyer's, Nescafé and Nestlé Professional.

2003-2006 • Littleton Advertising and Marketing • New Bern, NC • Copywriter

My first big break at LA&M is still one of my favorite portfolio pieces. I helped concept and then wrote an award-winning campaign for a national homebuilder that helped increase sales by 82 percent in the first month alone. I fell in love with copywriting here, and helped concept and execute everything from websites, articles, direct mail, billboards, traditional ads, radio spots, brochures, and whatever other cool tactics we could talk our clients into letting us do. Some of my clients included Coldwell Banker, K. Hovnanian Homes, Wakefield Development Company, GSCarolina, the ALS Association, ProVAR, Theo Davis Printing and the City of New Bern.

2002-2003 • New Bern Sun Journal • New Bern, NC • Assistant Editor, Specialty Publications

This is where I got my first taste of copywriting. I worked as a writer in the advertising department. That's about as exciting as it got.

1999-2002 • Clinton Daily Journal • Clinton, IL • Lifestyles Editor

I covered everything from politics and school board meetings to basketball games and 4-H awards shows. I once had to chase down a prisoner who escaped from our local prison and was accosted by an angry mom who was picketing one of the grade schools. I even got to shoot a picture of a guy who grew a potato that was shaped like Mickey Mouse. Needless to say, I'm much happier as a copywriter.

1999-2001 • VoxCorp, Inc. • Nashville, TN • Intern/Freelance Writer

I interviewed bands, represented the magazines at music festivals and wrote about music all day. It would have been a dream job if I could have gotten paid.

## **WHERE I GOT SCHOOLED**

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1999 graduate • Hannibal LaGrange College • Hannibal, MO • Bachelor of Arts in Communications

