



Senior Copywriter

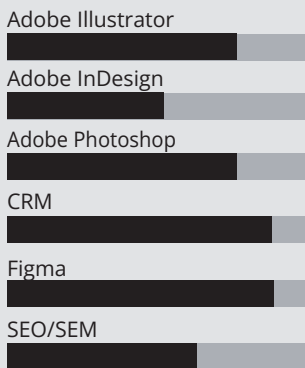


SUMMARY

Senior copywriter with 10+ years of agency and freelance experience building smart, integrated work for major brands. Big on ideas, sharp on headlines, and strong at turning a good brief into stellar creative.



SKILLS



INTERESTS



WORK EXPERIENCE

SENIOR COPYWRITER

MRM//McCann | New York, NY | 2021-2026

Led concepting and copy across digital, social, email, and direct mail for Samsung, Verizon B2B, USPS, Lysol, Finish, Jet-Dry, Resolve, and Air Wick. Partnered with art directors, strategists, account teams, and clients to develop integrated campaigns from brief through launch, present work, support new business, and mentored junior creatives.

FREELANCE COPYWRITER

Various Clients | New York, NY | 2018-2020

Completed a year-long Peloton engagement developing social and digital acquisition copy for Bike, Bike+, and Tread, while also delivering work for Tribal Worldwide, Laundry Service, Havas, Byte, Rauxa, and Y&R.

BRAND COPYWRITER

Time Magazine | New York, NY | 2017-2018

Developed marketing creative for customer acquisition, upsell, and activation efforts across Time Magazine titles.

DIGITAL COPYWRITER

Universal McCann | New York, NY | 2016-2017

Executed Hershey's Kisses social campaigns and created addressable programmatic content for Listerine, Johnson & Johnson, RoC, and OGX.

JUNIOR COPYWRITER

Publicis North America | New York, NY | 2015-2016

Contributed copy across print, TV, video, digital, social, email, web, in-store, and OOH for P&G Home Care brands including Dawn, Cascade, and Swiffer.



EDUCATION

UNIVERSITY OF WISCONSIN

Madison, WI

Bachelor of Arts - Double Major: History and Communication Arts

CHICAGO PORTFOLIO SCHOOL

Chicago, IL

Advertising Program - Copywriting

SECOND CITY

Chicago, IL

Comedy Writing & Improv