



A freelance copywriter with [hrumph]teen years' experience in web copy, print copy, content, video scripts, integrated campaigns, and, one time, a eulogy. Can supplement your creative staff, handle your creative overflow, generate your content, or just write your copy when you realize that maybe someone can tell your story better than you can.

Work
experience

Freelance Copywriter &c.

January 2010-present

Advertising and marketing copywriter &c. Write web copy, print ads, content, video scripts, advertising and marketing collateral, video scripts, and just about anything a client has thrown at me. (Go on. Try me.) Work with agencies, in-house advertising and marketing departments, brands, and businesses on projects involving words. Singer of songs, teller of tales.

Senior Copywriter

o2ideas, July 2013-June 2016

Writer for print, Web, radio, video, social media, and comic strip. Brought exciting, much-appreciated, award-winning creative to clients like Verizon, Honda Manufacturing, Toys R Us, Buffalo Rock, Books-A-Million, and more. Professional triumphs to include multiple ADDYs, a localized internal communication campaign so successful that the client returned for a regional rollout, and teaching a junior copywriter who'd never been to a live sporting event how to write live-read copy for football announcers.

Senior Copywriter

The University of Alabama at Birmingham, July 2006-June 2013

Once called "the Voice of the University" by someone I'm pretty sure was being serious. Responsible for compelling, vivid concepts and copy in print ads, commercials, marketing collateral, Web and print periodicals, and the occasional holiday card or t-shirt. Personally revamped and rewrote entire student-recruitment campaigns—twice. Managed two magazines for UAB Periodicals Group and contributed features to assorted others.

Head Writer

View of the City, July 2009-September 2010

Led writing team for Birmingham-based cable/Internet comedy show. Wrote and contributed to scathing and entertaining takedowns of regional politics, the tender and affectionate ribbing of local icons, and insightful and incisive commentary about issues that touch the lives of people in and around Birmingham. Also corralled a writers room of five and a cast of twelve, all local actors and comedians, so you know what that's like.



Editorial Assistant

Women's Wear Daily, March 2004-April 2006

Wrote numerous news articles and feature stories for nationally distributed daily fashion industry newspaper and its regional publications and supplements. Covered the Atlanta apparel mart, new fashion resources, and arts and entertainment in the metro area as well as breaking Southeastern news. Found intriguing stories in surprising places, wrung productive interviews out of reticent subjects, and successfully wrote unwritable articles. Also oversaw freelance writers, photographers, and stylists and helped to organize *WWDAtlanta* regional issues.

Skills

Comfortable in Mac, PC, and some Linux environments. Experienced with assorted Adobe Creative Suite programs, as well as WordPress and Joomla Web publishing platforms. Basic and growing knowledge of CSS and PHP. Also experienced with writing, editing, and public speaking, as well as music performance and needlecrafts.

Professional organizations

AAF-Birmingham

Immediate Past President, July 2019-present

President, July 2018-present

President-Elect, July 2017-June 2018

Vice President-American Advertising Awards, July 2014-June 2015

Director, Job Bank, July 2011-July 2014

Education

Bachelor of Arts, Journalism (*cum laude*), with a concentration in Advertising, May 2003

University of Georgia, Athens, GA