

[Word Nerd • Big Ideas]

Devotee of damn-good stories • Asks “What if ...” and “Why?”

Why	<ul style="list-style-type: none"> • Experienced cross-functional collaborator • Self-motivated and curious • Highly versatile creative experienced in content, messaging and strategy for video, digital, print, OOH, and CRM
What	<ul style="list-style-type: none"> • Brand voice and concept development • Messaging and campaign execution • Listens; translates best direction for the end users and their stories
Where, When	<p>Writer & Owner Write That Down, LLC • '09 – now</p> <ul style="list-style-type: none"> • Brand voice, identity & campaign development for SMBs • Mid-level strategy for content & creative • Concepting & scriptwriting for storyboards and talent (broadcast, digital, radio) <p>Senior Copywriter DEFINITION 6 • '18-'19</p> <ul style="list-style-type: none"> • Develop campaigns for all clients through traditional, digital and social media • Current work includes commercial scripts for broadcast and radio, web content, concept presentations, targeted and evergreen social content <p>Senior Copywriter Mighty 8th Media • '15 – '17</p> <ul style="list-style-type: none"> • Managed brand voice creation / refresh for all clients • Wrote content for all media (web, digital, print, broadcast, OOH) <p>Contract Copywriter Big Red Rooster • '15</p> <ul style="list-style-type: none"> • Refined and guided the voice of two new brands from concept to launch • Crafted all supporting content for each brand voice throughout media <p>Marketing Copywriter Goizueta Business School (Emory University) • '14</p> <ul style="list-style-type: none"> • Defined, refined, and maintained the overarching brand voice for 5 verticals • Created and executed new strategies for special interest applicants <p>Copywriter Moxie Interactive • '12 – '14</p> <p>Copywriter & Blogger Atlanta Convention & Visitors Bureau • '09 – '12</p>
Backstory	<p>Art Institute of Atlanta • '06 – '09</p> <p>Bachelor of Arts in Advertising, <i>Magna Cum Laude</i></p>