

COPYWRITER FOR PR, MARKETING AND CONTENT CREATION

Creative and business-savvy copywriter for public relations and advertising agencies and marketing companies. Passionate about understanding readers and consumers and making a true connection with them. Positive, personable and energetic style. Works exceedingly well with designers, art directors, marketing and account staff, and clients to produce on-time, on-budget and on-strategy assignments. **Areas of expertise include:**

Social Media
Public Relations
Marketing Materials

Newsletters/Blogs
Website Creation/Content
Branded Content
Story Development/Research

Traditional Print and Online
B2B & B2C Focus
Efficient Project Management

Professional Experience

Four Screens Production, Los Angeles, CA

2009-2016

Creative Director/Lead Copywriter

Created a broad range of public relations and marketing materials to promote the company's technology and entertainment projects. Copywriting included branded content, social media outreach, web content, sizzle reels, media kits, pitch sheets, presentations, promos, signage, and world-wide product messaging. Managed all of Four Screens' creative assignments, copywriting content on-time, on-budget and on-strategy in a fast-paced, deadline driven environment.

- Co-created, wrote and pitched branded content reality TV shows including *The House that Dirty Built* which had a pilot produced at VH1.
- Wrote press releases for entertainment projects including the historic Ol' Dirty Bastard Hologram in 2013. Placements included *Rolling Stone, Spin, The New York Times, The Los Angeles Times, Complex, BET and MTV*.
- Wrote press releases for technology start-up projects including *Entercharge*. Placements included *National Retail Federation, Consumers' Research, Stores Media and Colloquy*. These placements were integral to securing an additional round of funding for the start-up.
- Procured public relations lists in technology and entertainment with hundreds of editor, blogger and influencer contacts.

The Fantabulous Girl's Guide to Wardrobe Styling, Los Angeles, CA

2015

Author

Wrote book *The Fantabulous Girl's Guide to Wardrobe Styling*, an advice-driven book on the entertainment industry, written with a positive, personal tone that appeals to targeted millennial readers. Met all deadlines and published the book within seven months of conception. Available on Amazon.

- Directed creative layout of the physical and online version of the book to match the writing style.
- Executed book marketing campaign with public relations and social media outreach on Facebook and Twitter, gaining 20K followers, and created a media list of hundreds of fashion editors, bloggers and influencers.

Freelance Entertainment, Los Angeles, CA

2004-2008

Branding/Image Consultant

Worked with commercial directors, art directors, marketing staff, and clients to produce brand-friendly images by using or creating costumes and mascots. Managed projects from conception through physical production in a deadline driven environment.

Dirt Newspaper, a Scripps Howard Publication, Boulder, CO

2005

Fashion Columnist

Wrote bi-weekly fashion column giving entertaining advice to college-aged readers. Developed a hunger for understanding what readers want and making an authentic connection with them.

- Column titles included: *Girls' Night Out, Dressing Hot When Temperatures Drop, New Year's Resolutions for the Fashion Savvy, Parental Guidance for the Fashion Minded, and Get Layered and Get Laid.*

Agogo Threads Clothing, Los Angeles, CA

2000-2004

Senior Copy Writer/Public Relations and Marketing

Senior copywriter responsible for all creative output including copywriting and copy editing marketing materials and public relations campaigns, including direct mail, B2B catalogs, web content, media/sales kits, trade and retail print, package inserts, signage, in-store displays and product descriptions.

- Wrote press releases that landed placements in major publications including *Cosmopolitan, J-14, Budget Living, The New York Times, The Los Angeles Times, BET, MTV and Teen People.*
- Created B2B catalogs and mailers that brought clients to MAGIC Marketplace for seven seasons to purchase the clothing line.

Marina Maher Public Relations, New York, NY

1999

Account Coordinator

Updated public relations media lists in fashion and beauty. Compiled and distributed press kits to media.

- Collaborated with team to host client Vidal Sassoon at New York Fashion Week.

Jefferson Sentinel Newspaper, Arvada, CO

1992-1995

Features/Beat Reporter

Wrote feature articles on notable locals, obituaries and the police beat in fast-paced newsroom. Assisted in hardcopy and online layouts and advertisement placement.

Education

University of Colorado, Boulder, School of Journalism & Mass Communication

1999

Bachelor of Science in Advertising