



EXPERIENCE

Slack Barshinger & Partners, Chicago, IL **2006 - 2009**

www.slackbarshinger.com

Clients: Google, Office Depot, Diebold, Underwriters Laboratories (UL), Association of Equipment Manufacturers (AEM), National Starch Food Innovation, Mastertaste, New Holland Construction, Kobelco Construction America, Business Marketing Association (BMA), Wildman Harrold, Flexco, Parts Town, Business.com, InXpo

Copywriter 2008 – 2009

- Demonstrated excellent written communications skills in various areas, including print and online advertising, marketing and sales collateral, direct response and Web site copywriting.
- Consistently contributed fresh ideas, many of which came to fruition, in conceiving sessions for client projects of all types.
- Demonstrated attention to detail when proofreading and editing.
- Notable recent copywriting projects include:
 - Google AdWords direct response campaign
 - Created a direct mail piece to entice prospects to sign up for Google AdWords.
 - This piece was enormously successful compared to a previous mailer with the same offer. Conversion rates jumped and the total cost per acquisition was cut nearly in half.
 - Office Depot launch
 - Responsible for the copywriting and conceiving of preliminary marketing initiatives that would bring a new program to market.
 - Developed several name and tagline options for the program and executed all copy for a Web site, brochure, direct mail piece and email.
 - UL firefighter awareness campaign
 - Acted as the sole copywriter for an innovative integrated campaign designed to generate awareness of UL among firefighters.
 - Wildman Harrold Mediamorphosis2009 conference
 - Concepted and wrote copy for an email, direct mail piece and advertisement.
 - The conference reached capacity in two days, far exceeding client expectations.

PR Account Manager 2006-2008

- Demonstrated creativity and excellent written communication skills via writing and securing placement of bylined articles, press releases and case studies for clients in a wide variety of industries.
- Acted as the day-to-day client contact for several accounts, including New Holland, Parts Town and Flexco.
- Planned and implemented social media campaigns through blog outreach, messaging, MySpace page creation and more.

- Exhibited outstanding strategic thinking through campaign planning, media list compilation and new business work.
- Acted as primary media contact on several accounts, fielding a steady flow of media inquiries and developing and maintaining professional relationships with key reporters.
- Provided PR support for several large industry trade shows, creating briefing books and press kits and handling all pre-show media relations.
- Spearheaded a PR campaign for Diebold around its mobile banking technology patents.
 - Generated heavy interest in Diebold's news, far exceeding client expectations and resulting in media placements in several key outlets, including *Crain's*, *BusinessWeek* and *InformationWeek*.
 - Secured additional funds for the agency based on the continued success of the campaign and profitable management of the account.
 - Generated sales leads strictly through PR efforts, including interest from the largest bank in Spain and Latin America.

Entrepreneur Magazine

2006

www.entrepreneur.com

Editorial Assistant (Internship)

- Wrote an article published in the December 2006 issue.
- Completed an extensive research projects for the annual Hot List and Franchise 500 issues.
- Reviewed and followed up with pitches to help editors identify editorial opportunities.
- Responsible for fact-checking all stories.

FREELANCE/PRO BONO WORK

- Wrote press releases, pitches and/or created media lists for the following organizations:
 - Tour for Health (nonprofit organization associated with the American Diabetes Association)
 - Ante Up Lacrosse Camps
 - In House Digital

EDUCATION

Arizona State University, Tempe, AZ

Bachelor of Interdisciplinary Studies, Mass Communications and Spanish

- Cum laude
- Five month study abroad program in Spain

INDUSTRY RECOGNITION

- 2008 BMA Tower Gold Award Recipient: Public Relations Campaign - Mastertaste
- 2007 BMA Tower Bronze Award Recipient: Public Relations Campaign - InXpo