



ABOUT

I specialize in short-form marketing (headlines, taglines, emails, videos, social media and more). You'll find my portfolio showcases ads that entertain as well as call for change. And if you're in Los Angeles, come see me perform stand-up comedy!

EXPERIENCE

2022 – Present

Senior Copywriter Freelance

B2C: Belton, Hearst Publishing (San Antonio Express-News, San Francisco Chronicle), Philadelphia Inquirer, Stitcher

D2C: Freshn Up, Roam Tacoma

B2B: Ingram Micro (Lenovo, Microsoft, Vertiv), Road Rebel, Vasquez + Co.

2018 – 2022

Lead Copywriter Tribune Publishing

Multimedia branding + acquisition/retention email, social media and digital campaigns + B2B marketing

Brands: Chicago Tribune, Los Angeles Times, New York Daily News, Orlando Sentinel, The Baltimore Sun

2020 – 2021

Freelance Senior Copywriter World Gym International

Acquisition/retention email and social media campaigns

2014 – 2018

Lead Copywriter Chicago Tribune

Multimedia branding + event marketing (Printers Row Lit Fest, Taste of Chicago)

2009 – 2014

Senior Copywriter Los Angeles Times

Multimedia branding + event marketing (Festival of Books, The Taste, The Travel Show) + B2B marketing

ADDITIONAL CLIENTS

Albertsons supermarkets, Cold Stone Creamery, Phoenix Children's Hospital, Standard Pacific Homes

RECOGNITION

Adweek & New York Times

- squeezeoc.com

Lürzer's Int'l Archive

- Spraymount

NPR & YouTube Top Honors

- Anti-domestic violence PSA



AWARDS

Cold Stone Creamery

Kohnie's Restaurant

Lenovo ThinkPad Z Series

Los Angeles Times

Phoenix Children's Hospital

Tempforce Temp Agency



EDUCATION

Tufts University, Medford, MA

- B.A. American Studies

Miami Ad School Atlanta

@ Portfolio Center, Atlanta GA