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EXPERIENCE

CDK Global | Senior Copywriter (2020-2026)

As CDK's only writer on staff, I worked with our Creative Director to build an in-house writing team, institute a creative process, and develop an all-new brand platform while overseeing full-scale marketing campaigns from inception through production. During my 6 years at CDK, I found success in adapting my agency skills to fit a corporate structure. Through improved communication across departments, sharper scoping and the utilization of AI, I was a key contributor in both boosting deliverable metrics to double previous years and introducing strategic, creative thinking at a high level. As a Senior Copywriter, I also upped my writing chops while executing brand advertising campaigns tailored to navigating changes in brand voice to accommodate shifts in the automotive industry that included chip shortages, cyber attacks and the rise of digital retailing.

Merge | Associate Creative Director (2015-2019)

One highlight of my career in advertising is the morning my spot ran as part of an NBC Today Show segment dedicated to reducing cases of skin cancer. Al Roker chuckled. My mom saw it. It was the best. That was a campaign I owned from script to storyboard presentation, testing, production and editing. As an Associate Creative Director at Merge, I helped maintain close relationships with existing clients and win new business pitches. I expanded my creative leadership experience with a junior team reporting directly to me. With an agency-wide focus on health and wealth, my everyday clients included Indiana University Health and Capital Bank. Media executions included 360 campaigns consisting of broadcast TV, social, digital, radio, outdoor and more.

Ogilvy & Mather | Copywriter (2010-2014)

At Ogilvy, I worked on a handful of national brands in both traditional and digital media. I played a critical role in launching new work for American Family Insurance, Huggies and CDW, often peppering in pitch work for a global or secret account. I wrote a lot of scripts and social posts, shot a few TV spots and web videos, tested, edited a ton, and recorded enough radio to fill a boxset, all while learning alongside some of the best in the business. With the agency doubling in size during my time as a Copywriter, I thrived on the creative opportunities and helped manage some of the growing pains.

TBWA\Chiat\Day | Young Blood (2008-2009)

I was honored to be selected for this amazing internship at a truly iconic agency. Working primarily on the Nissan account, I created print campaigns for their Team USA partnership and fleet vehicles. I'm most proud to have seen my concept for the 370z global launch through to the final client round. Other highlights include my illustration for the agency's Belding Awards program ad and meeting Lee Clow.

EDUCATION

The Creative Circus
St. Cloud State University