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Summary

As a kid, I dreamed of being a fighter pilot solely because my dad would show off his surround sound with Top Gun. Turns out being a fighter pilot is hard but being a copywriter comes much more naturally to me. One of the top reasons I choose to be a copywriter was the chance to make someone laugh. Whether it's a joke in a project kick-off or writing a line just to make my CD laugh, I find my joy in making my own fun. No matter the client and their feedback, no matter the brief, I'm ready to laugh along the way. Because if you can't laugh in Advertising, you were probably meant to be a fighter pilot.

Experience



Freelance Senior Copywriter

Quinn Thomas

Jan 2021 - Present (1 year 6 months +)

- Wrote creative concepts and full website overhaul in rebranding project for Build Oregon.
- Regularly create and develop concepts for multiple ongoing campaigns at Washington Healthcare Authority.

Freelance Senior Copywriter

YETI

Feb 2021 - Present (1 year 5 months +)

- Handling digital campaigns for email, homepage, social, and web assets.
- Helping craft messaging on everything from product releases to goodwill campaigns.
- Providing support on brand voice and messaging.
- Create and write creative concepts for ongoing digital campaigns.
- Developed full-scale evergreen digital campaigns.



Freelance Senior Copywriter

Indigo Slate

Feb 2021 - Oct 2021 (9 months)

- Came into a team to help develop and craft 12 videos for Microsoft Teams for commercial and financial customers.
- Despite a lot of moving parts and changing specs, scripts and creative were delivered on time.
- The whole team received a large amount of praise for the quality of the campaign and the working relationship.



Freelance Copywriter

Filson

Dec 2019 - Jul 2020 (8 months)

- Helped develop and implement Filson's voice across social channels.

-Learned a lot about social strategy, voice, and social campaigns.



Copywriter

Wunderman Thompson

Oct 2018 - Nov 2020 (2 years 2 months)

-Wrote all things digital for T-Mobile, Stevens Pass, Kirkwood, and a few other accounts.

-Lead copywriter for Vail Resorts. Created digital campaigns and video spots for Stevens Pass and Kirkwood during Covid-19. Established brand campaign voice for Stevens Pass.

-Focused on crafting a conversational voice for customer retention and postpaid sales for T-Mobile.



Copywriter

Dell Blue

Nov 2017 - Oct 2018 (1 year)

-Worked on everything from big-budget TV campaigns to small targeted social campaigns and technical product description copy.

-Present to different clients around the world and learned to match my writing voice to an international language.

-Push creative to new heights with some of the spots for the Dell Personas campaign.



Copywriting Intern

McGarrah Jessee

Jun 2016 - Dec 2016 (7 months)

-Worked on campaigns for Shiner Bock, Whataburger, and YETI Coolers.

-Learned the craft of traditional advertising.

-Worked closely under award-winning creative directors and advertising veterans.



Copywriter

Job Propulsion Lab

Feb 2016 - Aug 2016 (7 months)

-A different kind of ad school that was hands-on inside of an agency.

-Learned the ins and outs of copywriting from Bart Cleveland.

Education



The University of Texas at Austin

Rhetoric and Writing, Rhetoric and Composition/Writing Studies

2015 - 2017



Austin Community College

Economics

2013 - 2014