

mantra: I believe in thinking through the big ideas to get to the great ones. I want to make raving fans out of people by engaging them in an experience marked by revealing greatness over time. I believe in the power of copy and am convinced that when written well, no consumer gets left behind and no new business is ungettable. I believe I can prove this all.

Zipatoni, Chicago
Copywriting Intern

May – August 2007

- Copywrote, planned, and presented events, ads, and promotional materials
- Pitched eBay new business, rebranded Old Grand-Dad whiskey
- Chosen as one of out 90+ applicants
- Partial Client List: Gerber, Jim Beam, Dockers, Hampton Inn, TPOrthodontics

Ervin & Smith Advertising & Public Relations, Omaha
Copywriting Intern

August 2006 – May 2007

- Copywrote web materials for the Suze Orman/TDAmeritrade partnership
- Copywrote for the company's submission to the New York Times annual client gift competition
- Pitched nelnet and www.giftcertificates.com new business
- Specialized in gender marketing
- Partial Client List: TDAmeritrade, University of Nebraska-Omaha, First National Bank

Norton, Rubble & Mertz Advertising, Oakbrook, IL
Agency Intern

May – August 2006

- Renamed products for Hollister Medical Supplies and CIBA Vision
- Copywrote and art directed CIBA Vision WildEyes Halloween 2006 campaign
- Managed sweepstakes for CIBA Vision Night & Day and James Hardie
- Partial Client List: CIBA Vision, Hollister, James Hardie, Barton Beers, Ferrara Pan Candy Co.

Studio Blue, Creighton University
Creative Director, Presenter

January 2005 – May 2007

- American Advertising Federation scholarship recipient
- Competed in AAF's National Student Advertising Contest for Coca-Cola Classic
- 1st Place in Nebraska

Creighton University – Bachelor of Arts in Journalism & Mass Communication; Advertising Concentration, May 2008

resume

IEIB
ALPHAS
BETA
GAMMA
DELTA
EPA
ZETA
ETA
THETA
IOTA
KAPPA
LAMBDA
MUTU
NUTU
XI
OMICRON
PI
RHO
SIGMA
TAU
UPSILON
PHI
CHI
PSY
OMEGA
(good thinking)