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Me, an introduction: I am an experienced digital strategist and copywriter with a wickedly quick wit. Over the years I have generated digital strategy and content for Fortune 5 pharmaceutical companies; e-Commerce content for major retailers; and myriad interactive strategies for savvy small businesses of all ilks. I've done it all, from multi-million dollar e-Commerce; to TV spots; to print; to interactive and even the occasional guerrilla ad campaign. I have a valid driver's license and am not averse to being compensated in espresso.

Porter Wright – Editorial and Technology Specialist 2010-Present

- Managed a major re-design of the corporate web site, including information architecture and content strategy.
- Crafted new digital content for all pages of the site to align with a new brand strategy.
- Managed vendor relationships during the re-design and supervised the acquisition of technology to support new SMM efforts.
- Developed and initiated a purpose-driven SMM campaign, including five branded blogs with content broadcasting on Twitter.

Blue Diesel - Creative Strategist and Copywriter 2008-2010

- Concepted and created integrated, cross-channel marketing campaigns for top-tier pharmaceutical and healthcare companies.
- Managed strategy and created interactive content for a dynamic portfolio of brands including Bayer Women's Health, Discovery Channel CME online, Merck Vaccines, Astra Zeneca Oncology, and Ethicon Surgical Device to name but a few.
- Led teams on internal marketing initiatives, including all content creation for Bluediesel.com, banner ad campaigns, print ads and collateral, and promotional videos.
- Created internal models and documentation to support and communicate strategic methodology.
- Developed and wrote POVs around industry topics, including pharmaceutical SEO, mobile marketing, and selling methodologies.

Proudest moment: With the fruits of only a couple hours of research and a heck of a way with clients, I up-scoped a project to the tune of \$175,000. Later that week, I secured an additional \$72,000 social media line-item on the same project.

Ad Engine - Chief Freelance Maven 2006-Present. The following are a few of my long-time clients and biggest conquests:

Zen Windows – Freelance copywriter and SMM strategist 2008-Present

- Generated all Web copy for ZenWindows.com.
- Manage and generate all content for social media initiatives, including Zen Life by Zen Windows blog, Facebook, and Twitter.
- Perform metric analysis on all SMM platforms.

Proudest moment: Since launching SMM initiatives in June 2010, unique visits and pageviews are up by 10 and 40 percent respectively on the branded site. Facebook friends and blog traffic are steadily growing without the use of Facebook or PPC advertising. And, Zen is initiating 85% of its sales on the Internet, which is extremely unique in the replacement window industry.

Defynt for Him - Acted as interactive creative director for the launch of this tragically hip men's eMagazine and e-Store, created all core web site and e-Commerce copy, managed e-Commerce strategy, created and deployed a search engine optimization campaign, and generated ultra-pithy blog copy.

Proudest moment: My SEO copy and e-Commerce strategy overhaul boosted unique visitors by 29% in just 60 days— resulting in a more than 40% sales revenue increase.

Blue Sky Papers – Wrote all Web copy and optimized all content for search engines. Managed early public relations initiatives, including creating an interactive press kit.

Embrace Pet Insurance - Wrote e-Commerce copy, banner ads, landing pages, SEO and social media copy, print collateral, and TV and radio scripts.

Proudest moment: The e-Commerce strategy I developed and deployed used twitter, banner ads, landing pages and affiliate blogs to boost brand awareness and drive potential customers through the buying cycle. My flawless search engine optimization and pay-per-click strategy boosted unique hits to e-Commerce landing pages by more than 60%. Needless to say, there was a positive impact on revenue.

Lane Bryant - Freelance e-Commerce Copywriter 2007-2008

- Wrote hundreds of detailed product descriptions for the bi-weekly online catalog.
- Consulted on e-Commerce copy and initiatives.
- Wrote SEO copy.

National Community Builders - Permalance Copywriter 2007-2008

- Acted as interactive creative director for several product web sites.
- Managed an annual marketing budget of 250,000.
- Wrote web site, SEO, and social media copy.
- Managed analytics reporting and contracted and managed third-party vendors to lead market research initiatives.
- Generated print and radio ad campaigns and copy.

The Other Paper – Staff Writer 2005-2007

- Concepted and wrote hundreds of articles.

Columbus Monthly Magazine – Features Writer 2005-2008

- Concepted and wrote dozens of feature-length articles.

Downtime doings – Currently, I'm serving on Mayor Coleman's Create Columbus Commission as an active member of the Arts and Culture Committee. I'm also working with a former Blue Diesel colleague to develop an iPhone app that is scheduled to be available in the iTunes App Store in February 2011.

Education-B.A. in English, minor in Journalism, The Ohio State University.