

2020-2022/  
2023-Current  
*Freelance*

*Senior Copywriter*

**Agencies:** FCB Chicago, Mosaic North America, Dealer Inspire, sole proprietor

**Brands:** Starbucks, cars.com, Cox, Lola, Itzy Ritzy

**Projects:** social/broadcast video conception & scripting, radio, shopper/retail in-store copy, landing pages, case studies, blog writing, copyediting

2022-2023  
*Boosted Commerce*

*Senior Copywriter*

**Brands:** Vital Vitamins, Luna Blankets, Happy Healthy Hippie, ava, Two Sisters Spa

**Projects:** Brand guidelines creation, web copy, brand and product naming, on-pack and technical copywriting, all Amazon-affiliated content, blogwriting

2016-2020  
*Havas Chicago*

*Intern -> Senior Copywriter*

**Brands:** Ragu, Orbitz, Nando's, ConAgra, CocaCola, Bertolli, Reynold's Wrap, Moen, Mike's Hard Lemonade, Autozone

**Projects:** Full-scale 360 campaigns: social, OOH, radio, print, experiential, national broadcast. All the retainer duties. Various pitches (ideation, writing, and presenting).

2012-2015  
*Univeristy of  
Illinois at  
Urbana-Champaign*

*BS in Advertising, College of Media*

*James Scholar*

*Early Graduate*

*Creative Concepts Program*