

DAVE WOODS®

"I'm a words guy."

wordsbywoods.com | davidtwoods@icloud.com | 314.604.4336 | Chicago, IL

Skills

- **Concepting**
activations to 360 campaigns
- **Storytelling**
via traditional, digital, and social
- **Branding**
small business to enterprise
- **Strategy**
development and implementation
- **Team Building**
online or on the field

Education

Missouri State University

- Master of Business Administration
- Bachelor of Science
Marketing: Advertising & Promotions
Creative Writing Minor

Involvement

- Mentor, Big Brothers Big Sisters of Chicago
- Head Coach, Chicago Union
- Editor, AUDL Inclusion Initiative Newsletter
- Eagle Scout

Experience

SR MANAGER, COPY & CONTENT

Weber LLC | Palatine, IL Sep 2023–Present

Weber Grills

Developing strategic omni-channel communications that help consumers choose, use, and love Weber products and the brand.

SENIOR COPYWRITER

Wunderman Thompson | Chicago, IL Apr 2022–Mar 2023

Best Buy

Shared powerful stories and helped build a more equitable future in digital and physical spaces with inclusion and diversity campaigns.

SENIOR COPYWRITER

Pivot Design | Chicago, IL Mar 2021–Apr 2022

Sanofi Genzyme, Astellas Oncology, Wipfli, Molto Properties, Amgen, Bridge Industrial

Developed verbal brand platforms and crafted engaging activations across healthcare, financial services, pharma, and real estate.

COPYWRITER

Upshot Agency | Chicago, IL Mar 2016–Mar 2021

LiftMaster, Chamberlain, Google, Starbucks, Johnson & Johnson, P&G, Constellation Brands, Schwan's, ACH Foods

Collaborated across agency departments to deliver B2B, B2C, and shopper campaigns that drove results among target audiences.

MARKETING MANAGER

Prairie Design Build | Lake Quivira, KS Mar 2014–Feb 2016

Content Creation, Social Media, Website Design, Trade Show Marketing, Lead Generation/Tracking

Doubled annual revenue during two years of employment.