

Summary

Creative leader and award-winning copywriter with 10+ years of experience building campaigns that move both people and business. Skilled at bridging strategy and storytelling to lead integrated work, elevate positioning for industry-leading brands, and inspire high-performing teams. Proven success partnering with executives, strategists, and designers to turn complex briefs and business goals into compelling creative that connects across channels, categories, and audiences.

Experience

SR MANAGER, COPY & CONTENT

Weber Grills | Palatine, IL | Sep 2023 – Jun 2026

- Led brand and product storytelling and content strategy for global product launch creative across digital and retail channels.
- Partnered with cross-functional teams to develop data-driven messaging, improving engagement and conversion.
- Mentored a multidisciplinary creative team to deliver high-performing creative and efficient workflows.

SENIOR COPYWRITER

Wunderman Thompson | Chicago, IL | Apr 2022 – Mar 2023

- Crafted inclusion and diversity campaign messaging for Best Buy across digital and in-store channels.
- Strengthened brand positioning by developing stories that resonated with millions of consumers.
- Produced high-converting integrated campaigns and activations that improved client engagement and account growth.

SENIOR COPYWRITER

Pivot Design | Chicago, IL | Mar 2021 – Apr 2022

- Built brand voice platforms and messaging frameworks in healthcare, pharma, financial services, and real estate.
- Created communications that translated complex subjects into engaging, compliant stories for HCPs and patients.
- Developed rare disease educational tools and social media outreach and event materials for community support.

COPYWRITER

Upshot Agency | Chicago, IL | Mar 2016 – Mar 2021

- Conceptualized award-winning campaigns for Fortune 500 clients including Google, Starbucks, and Johnson & Johnson.
- Partnered with creative, strategy, and account teams to deliver 360 brand activations that drove measurable results.
- Contributed to new business development and pitch strategy, helping secure client wins.

MARKETING MANAGER

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

- Owned brand and marketing strategy across digital, social, trade show, and content.
- Designed and launched a new website and lead-generation program that doubled annual revenue in two years.
- Managed brand presence across all customer touchpoints, improving market visibility and pipeline growth.

Skills

- Creative Direction & Campaign Leadership
- Brand Strategy & Messaging Frameworks
- Storytelling & Content Strategy
- Team Mentorship & Creative Operations
- Consumer Insights & Analysis
- Integrated Go-to-Market Planning

Education

Missouri State University

- Master of Business Administration
- Bachelor of Science

Marketing: Advertising & Promotions
Creative Writing Minor

Leadership

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