

- **Education** University of Nebraska – Lincoln, Bachelors of Journalism, Advertising
With emphases in Marketing, English, and History
GPA 3.98/4.0

- **Employment**
 - 2015–Present **Senior Copywriter, Bailey Lauerman**
Serve as lead writer on three of the agency's largest, highest volume accounts. Translate strategic marketing insights into impactful communications that build brands and generate response. Develop creative for a broad range of media, including social content marketing and mass media broadcast.

 - 2012–2014 **Senior Copywriter, Bozell**
Head writer on the agency's largest account. Act as creative team leader during strategic development and idea generation to client presentation and final execution. Tell compelling brand stories across all media to solve marketing challenges. Select and partner with outside production teams to develop broadcast executions.

 - 2008–2012 **Writer/Producer, Swanson Russell**
Translate strategic marketing plans into creative concepts that gain attention and drive response. Present and sell creative solutions to client decision makers. Create cohesive brand messaging for a broad array of media executions and serve as agency producer for broadcast media.

 - 2005–2008 **Copywriter, Snitily Carr**
Develop marketing and messaging strategies, and translate them into creative, results-driven promotional concepts. Write copy for a wide range of media, including print, radio, television, interactive, outdoor, and more. Organize and lead creative team during conceiving and execution of marketing solutions.

 - 2005 **Brand Contact Manager, Fusebox**
Function as a department of one to direct the strategic interactions between the client's brand and their target market. This includes planning, development, and execution of traditional media buys, as well as implementation of unique and nontraditional media solutions.

 - 2004–2005 **Media Coordinator, Sullivan Higdon & Sink**
Work side-by-side with a media buyer to analyze and evaluate media that maximizes the effectiveness of the client's messages. Assist in the creation of media schedules and sustain contact with outside media vendors on a daily basis to maintain those schedules.

- **Client Experience** TD Ameritrade, First National Bank, Bellevue University, Nebraska Wesleyan, Blue Cross Blue Shield Nebraska, Pizza Hut, USC Medical Center, University of Chicago Medical Center, Children's Mercy Hospital, Capital Region Medical Center, Creighton University Medical Center, Jenny Craig, Runza, Applebee's, Leupold Optics, Humminbird, Sig Sauer, Midwest Seed Genetics, Nebraska Department of Agriculture, Nebraska Department of Travel and Tourism, Super Saver, Russ's Market.

- **Awards** Nebraska Addy – Judge's Citation, Gold, Silver
Region 9 Addy – Silver
AMA Pinnacle – Best of Show, Pinnacle, Gold

- **Service**
 - 2015-Present AAF District 9 - 2nd Lieutenant Governor
 - 2014-2015 AAF Omaha - Chairman
 - 2013-2014 AAF Omaha – President
 - 2014 Omaha Chamber of Commerce – Creative Task Force
 - 2012-2013 AAF Omaha – Vice President
 - 2011-2012 AAF Omaha – Meet the Pros Co-Chair
 - 2006-2010 Lincoln's Young Professional Group Marketing Committee Co-Chair
 - 2004-2005 The Ad Club of Kansas City