

// PROFILE

Copywriter and brand strategist with 9+ years of agency experience, including Ogilvy. I build brands from their strategic foundations and bring them to market with copy that performs. Positioning, voice, integrated campaigns, and multi-channel execution across B2B, healthcare, financial services, industrial, and consumer clients.

// EXPERIENCE

Lead Copywriter

Impact Managed Marketing / Chicago / 2022–2026

- Built complete brand systems for 10+ clients: positioning, voice, guidelines, naming, go-to-market strategy
- Wrote and directed video content, authored 15+ SEO blogs, managed multi-year brand stewardship for N1C
- Led agency rebrand (Project Catalyst): brand positioning, UVP, mission/vision, internal launch activation
- Concepted and led Hose Monster "We Built the Perfect Beast" integrated B2B campaign:
842% ROI / 62% increase in web sales / 3,521% ROAS
\$720K+ revenue generated from \$76K ad spend / 4M+ impressions

Industrial Information Writer

McMaster-Carr / Elmhurst, IL / 2021–2022

- Wrote UX copy and built editorial standards for a 700,000-SKU industrial catalog serving engineers nationwide
- Translated highly technical mechanical engineering concepts into clear, scannable product information

Copywriter

Ogilvy / Chicago / 2018–2020

- Concepted and wrote integrated campaigns across OLV, paid social, web, print, OOH, and email
- CFA Institute: led creative for the global "Let's Measure Up" campaign, event naming, landing pages, social
- Workday, Cummins, Tyson, CDW, Walgreens: brand platform extensions, employer branding, product launch copy

Account Executive, PR & Influence

Ogilvy / Chicago / 2016–2018

- CFA Institute: wrote executive bylines, ran storymining sessions, edited HuffPost consumer finance column
- Placed CFA Institute experts in Wall Street Journal, MarketWatch, Crain's Chicago Business, USA Today
- Authored Flash, a weekly internal healthcare news digest for HCSC leadership across five state BCBS plans
- CFA Society Atlanta rebrand raised \$100K+ at annual fundraising gala

// EDUCATION

University of Notre Dame BA, English and History / 2012–2016

// CAPABILITIES

Brand Strategy & Positioning
Brand Voice & Messaging Architecture
Integrated Campaign Concepting
Website Copy & UX Writing
SEO / Content Strategy
Video & Audio Scripts
Email Campaigns & Automation
Sales Enablement & Collateral
Executive Thought Leadership
Product Naming & Nomenclature

// SELECT CLIENTS

OGILVY

CFA Institute, Workday, Cummins, Tyson, CDW, Walgreens

IMPACT

Hose Monster, N1C, Christ Clinic, URETEK, NCFI, First Community CU, American Roller, ConData

MCMMASTER-CARR

Industrial catalog / UX copy

// INDUSTRIES

B2B / Industrial Consumer / CPG
Healthcare / Nonprofit Technology
Financial Services Manufacturing

// TOOLS

ANALYTICS / SEO

Google Analytics, Google Ads, Google Search Console, SEMrush, Ahrefs

CONTENT / CMS

WordPress, Squarespace, Wix, HubSpot

EMAIL / AUTOMATION

Mailchimp, Constant Contact, Pardot / Salesforce

CREATIVE / PRODUCTION

Adobe Creative Suite, Figma, Canva, Adobe Audition, Logic Pro

REVIEW / COLLABORATION

Veeva, Frame.io, Claude / AI Tools