

COPYWRITER AND CONTENT PRODUCER

PORTFOLIO & DEMO

- ✓ **Award-winning writer and creative content producer** with 20+ years of broadcast, media, marketing, advertising, promotional, digital, and non-profit experience creating compelling digital, broadcast, video, and print content.
- ✓ **Highly organized and detail-oriented project manager and collaborator** able to prioritize and delegate tasks effectively to ensure timely project completion within a team environment.
- ✓ **Exceptional, dynamic communicator and public speaker** skilled in delivering insightful presentations, hosting events, and strengthening relationships with clients, business partners, project teams, peers and senior leadership.

- Copywriting for Broadcast/Digital
- Targeted blogging
- Social Media Content/Advertising
- SEO/Keyword copywriting
- Client-integrated content
- Journalism/Media Releases
- Email Marketing & Techniques
- Project Management
- Cause Marketing
- Content Management
- Database Marketing
- Marketing Research
- Concept Ideation & Strategy
- MS Word/Excel/PowerPoint
- Event Concepts, Marketing, Hosting
- Problem Analysis & Resolution
- Staff Management
- Adobe Photoshop/Audition/Acrobat
- Reporting & Analytics
- Voiceover & Audio Production

PROFESSIONAL EXPERIENCE

Senior Copywriter (Contract)

iVET360 8/17 – Present

Copywriting for all digital and analog platforms including social media, website content, blogging, newsletter marketing, B2B and B2C articles, print, broadcast & video, POP scripting, HR materials, proofreading and editing. Onboarding and training of new copywriters and copywriting process for marketing managers.

Lead Copywriter

Entercom Radio Portland 12/13—8/17

Responsible for broadcast ad writing, blog posts, proofreading, web ad copy and product description, promotion marketing idea generation, creative content, social media content, press releases

Copywriter/Air Personality – 99.5 The Wolf

Entercom Radio Portland 12/08 – 12/13

Responsible for broadcast ad and promo copywriting and some production for market cluster; nightly airshift on 99.5 The Wolf; personal appearances

Freelance Writer

Self-Employed/Contract 1/10 – Current

Contributing writer/stringer for Oregonian/Oregon Live; Spot Magazine; also published several essays and short stories in various literary journals

Midday Air Personality/Assistant Program Director/Music Director – 100.7 The Wolf

Entercom Radio Seattle 04/08 – 11/08

Responsible for daily on-air shift; research, determination, and scheduling of station music; overseeing daily operations of station; web and e-mail content and copywriting; audio production; personal appearances; some management of staff

Midday Air Personality/Assistant Program Director/Web Content Manager – 93.1 The Wolf

Entercom Radio Greensboro, NC 11/06 – 6/07

Responsible for daily on-air shift; personal appearances; creation and on-air presentation of station promotions; web and e-mail content and copywriting; production; some management of staff

Evening Air Personality – 99.5 The Wolf

Entercom Radio Portland 7/04 – 11/06

Responsible for nightly airshift, personal appearances, copywriting, some talent coaching

Program Director/Morning Air Personality/Midday Air Personality/News Director

Clear Channel Radio Medford, OR 4/99 – 7/04

Concurrent duties as Program Director and Midday host of several West Coast stations. Compiled, wrote, and broadcast morning news reports at 4 local cluster stations; assisted in planning and execution of station events; sales support and research into advertising opportunities for clients; processing of public service announcements; ad copywriting and voice-over work as needed.

EDUCATION/PROFESSIONAL DEVELOPMENT

- **Volunteer Anchor/Newsreader/Producer** for Afternoon News on KBOO-FM Community Radio – 2018 - Present
- **Volunteer Host and Producer** of “Voices for The Animals” monthly radio program on KBOO-FM Community Radio – 2018-2020
- **Volunteer Communications Director** for award-winning local non-profit **Fences For Fido**, 2013-2018 (served as President of this same organization 2016-2017)
- **Volunteer Media/Publicity Volunteer, Event Emcee** for **Family Dogs New Life Shelter** 2014 - 2019
- **Publishing credits:** So To Speak 2010 Creative Nonfiction Award Winner; Melusine Online Journal; Short Story America; Perceptions; Full Grown People Anthology; The Oregonian/Oregon Live—freelance writer for music/events/concerts/features 2010 – 2013; Feature writer for Spot Magazine, 2010 – present; Salon.com—Open Salon Blog, Editor’s Pick on 6/8/2010, 12/8/2010, 12/17/2010
- Completed courses in Marketing, Journalism, Writing for Mass Media and Broadcasting at Jones College, Jacksonville, FL and Florida Community College at Jacksonville
- Completed full complement of Creative Writing Focus courses and various software courses at Portland Community College and received the Creative Writing Focus Award (2010)

RAVE REVIEWS

Jennifer McCammon, Publisher, Spot Magazine – 503.261.1162

Lori Elrod, Personal Friend - 503.989.9380 – lde2248@hotmail.com

Sara Prator, Former Digital Services Manager, Entercom Portland – 562.380.1777

Jeff Geisinger, Former Lead Designer iVET360 – 503.312.0796

Mike Moore, Former Program Director, 99.5 The Wolf/Portland - mikegmoore10@gmail.com