



10061 PARK MEADOWS DRIVE, #303 LONE TREE, CO 80124  
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IN-HOUSE COPYWRITER & DESIGNER MANAGER, RICHMOND AMERICAN HOMES {FOUR YEARS}

Across all media, builds unified image for home builder across 14 states and 28 divisions while managing relationships with 10 designers, propelling Richmond American Homes to the Fortune 500. Devises sales campaigns that drive unprecedented traffic, including "The Power to Overcome." Effectively integrates Shasta and Pacific Pools into Richmond American's Home Gallery brand, enhancing the inclusive value of Richmond American while elevating the image of its third-party vendors.

SENIOR COPYWRITER, ROBINSON & MAITES {TWO YEARS}

GTE: Before Verizon merger, draws parallels between phone service and distinguished endorsements with "Signature" concept, enhancing customer acquisition and loyalty to the tune of a CD of communication classics featuring Aretha Franklin, ELO and Benny Goodman. Robinson & Maites: Uncovers agency's ability to build clients' brands over time, then brings concept to life in comparative campaign that management expands to all media, including website, CD-ROM and promotional posters.

COPYWRITER, LEO BURNETT {ONE YEAR FOUR MONTHS}

Writes all pieces for United Airlines "Go Hollywood" dimensional film-can mailer that promotes a five-star transcontinental flight with a red carpet kickoff event featuring Ray Charles at the Alex Theater. A glowing 38% response soon follows, shattering records for any direct mail piece at the time. The lights soon shine again with a first place Tempo Award in the integrated media category.

COPYWRITER, LAI VENUTI LAI | JUNIOR COPYWRITER, ANDERSON & LEMBKE {TWO YEARS EIGHT MONTHS}

Creates multimedia feast for the senses with Autodesk 3D Studio ad highlighting morphs, meltdowns, explosions and more, gripping audiences to respond in unprecedented numbers like their hair's burning. Expands niche appeal of "techie" agency by recruiting Canine Companions for Independence with a testimonial campaign that has dog lovers sitting up and taking notice.

REGIONALLY BESTSELLING AUTHOR AND PROMOTER {NINE YEARS}

Establishes manager relationships at high-volume book retailers throughout Colorado, then sells novels *Choices*, *Girl in the Mirror* and *Here and Now* onto regional bestseller lists over 160+ signing events, 1,500 promotional hours and 8,000 miles. Handles all inventory and distribution; writes supporting advertising including posters and displays. Secures media appearances with ABC, NBC, *Business for Breakfast*, *Colorado & Company* as well as *The Longmont Daily Times* and *Denver Business Journal*.

CONTRACT COPYWRITER {FIVE YEARS}

Brands companies by creating distinctive identities, then writes supporting advertising across print, web and collateral. Creates "Naturally Inviting" brand for Marriott Hotels touting rustic décor and uncommon hospitality; client welcomes concept with 10,000-brochure print run. Devises "Complete Coverage Under One Roof" identity emphasizing one-stop contractor convenience for HOM Solutions; crafts "The Prime Choice, Delivered" helping La Vaca Beef Company crystallize its promise of shipping premium steaks to the doorstep. Work also includes home décor, fitness and civic promotion.

SALES ASSOCIATE, BOULDER RUNNING COMPANY {THREE YEARS, CURRENT}

Analyzes stride of running customers before selling appropriate shoes for their particular mechanics. Chooses from top running shoe brands including Brooks, Asics, Saucony and Hoka to correct supination, pronation or severe pronation. Sells orthopedic devices helping customers recover from plantar fasciitis, IT band syndrome and more; trains new employees on video gait analysis.

EDUCATION AND ACTIVITIES

Gettysburg College, Bachelor of Arts in English, 3.52 GPA, Magna Cum Laude 1991. Denver Habitat for Humanity volunteer, 2012-2016. Chicago Marathon finisher medals in 2000 and 2001; Denver Marathon finisher medal in 2007.

720-981-5127 | EUPHEMISM8@EARTHLINK.NET | WWW.WORDSMITHWAY.COM