

EXPERIENCE:

Senior Writer

Ascentium • Seattle, WA

(Jan. 08-Present)

- script and produce radio ads and create out-of-home for McDonald's
- support Microsoft marketing efforts for Windows, Office, and cloud computing
- generate concepts and messaging for AT&T direct mail and point-of-sale
- craft messaging for Motorola collateral, email and point-of-sale
- generate concepts and messaging for new Precor brand identity, catalog and website
- write new website and script Flash game for Virgin HealthMiles
- write top-level and product-specific content for Frontier Bank website
- create award-winning internal recruitment print ad campaign

Proprietor

TM Gallagher Copywriting & Creative • Seattle, WA

(Sept. 07-Present)

- craft messaging for new TeleNav B2B website
- research and write technical project case studies for Twisted Pair Solutions

Creative Lead / Senior Copywriter

Infinite Media, Inc. • Lynn, MA

(Apr. 04-Aug. 07)

- oversee, guide and refine creative development of client and internal projects
- generate concepts and messaging for Constellation NewEnergy B2B campaigns
- develop and deploy new brand platform for Northern Bank & Trust Co.
- script and produce radio ads for Zoo New England
- generate concepts and messaging for Sun Life Financial high-end collateral kits

Marketing Director

Avary R.T.G. Construction • Boston, MA

(Jan. 03-Apr. 04)

- write and design marketing boilerplate, brochures and project case studies
- write and collaborate with Web design freelancer to create new website
- develop modular project case study system for company and subsidiaries
- research projects and craft narratives for award submissions

Copywriter

DiBona Bornstein & Random • Boston, MA

(Oct. 00-Dec. 02)

- develop messaging for Sodexo USA print ads, website, multimedia and brochures
- write print ads and generate TV ad concepts and scripts for Pioneer Investments
- script and produce radio ads and write brochures for CCBT Financial Companies
- produce market review and brand strategy for Appalachian Mountain Club

KNOWHOW:

Mac & Windows, Adobe Creative Suite, Microsoft Office, QuarkXPress

EDUCATION:

Syracuse University – S. I. Newhouse School of Communications
Advertising Major & Marketing Minor, Bachelor of Science – May, 2000

HONORS:

- *one. a magazine's* "The Future of Advertising" Sept. 2000
- Eagle Scout Award