

I was telling long before I was selling. Stories run deep with me. I harness their power to make customers fall in love with brands and products – and make commerce happen 

I have 20+ years of experience collaborating with Creative Directors, Art Directors, Designers, Senior Writers, Junior Writers, Producers, Directors, Post Producers, Developers, Editors, Account Staff, and Clients to tell the right story through the entire creative process. I craft creative solutions for marketing, advertising, journalism, broadcast, digital, social, and print.

experience

SENIOR COPYWRITER II

PacificSource Health Plans 2017 - Present

SENIOR COPYWRITER

Providence Health & Services 2016 - 2017

SENIOR WRITER R2C Group 2012-2014

FREELANCE COPYWRITER R2C Group, Razorfish, Microsoft, HP, and many more 1996-2012

FREELANCE TECHNOLOGY REPORTER

The Oregonian, USA Today, CNET, Next Generation, and many more 1995-2000

EDITOR IN CHIEF CD-ROM Power Magazine 1994-1995

ASSOCIATE EDITOR GamePro Magazine 1991-1993

Please see my **LinkedIn profile** for a complete CV.

clients

I have experience working in a variety of industry categories, including health and beauty, housewares, fitness, finance, technology, online services, healthcare, video games, e-commerce, and entertainment.

My partial client list includes Microsoft, HP, Intel, Visa, AT&T, Adobe, Amazon, Anthem Blue Cross and Blue Shield, NordicTrack, Kärcher, NutriSystem, Miracle-Ear, FreshBooks, PeachTree, GSI Commerce, ChristianMingle, SanDisk, ShopIgniter, Hollywood Video, and Orion Health.

skills

Copywriting, Copy Editing, Concepting, Presenting, Mentoring, Print, Broadcast, Digital, Direct Mail, Direct Response TV, Packaging, Retail, B2B, Strategy, Content Strategy, and Journalism.

references

Shaun Moshay
360-990-2315

Melissa Abadie
773-914-3261

Mary Yajko
607-759-8122

Jonathan Adams
503-422-9437