



happylittleatom@gmail.com
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me:

A copywriter with fifteen years of experience who loves finding the creative difference, brainstorming until she has bags under her eyes and finding new and beautiful ways to say the same things. People I've worked with describe my writing as "imaginative and dead-on." They also find me on Facebook and say they "miss my energy."

I'm looking for freelance work that gives me the opportunity to help clients find their voices and tell their stories; create connections through new media; use humor, whenever possible; and support people who have exciting visions for the future. I adore interactive and anything that needs a script. I also like hopping into industries and projects I know nothing about, like that time I wrote a new business campaign for tractors.

you:

Are looking for someone with agency experience without the attitude who does the team thing, the solo thing, is a strategy nut, has fresh ideas and an instinct for digital. You're looking for someone who gets it right the first time and brings bigger thinking to smaller tables.

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experience:

the freelance thing: happy little atom

2000 - present, dallas, texas & portland, oregon

My first gig was creating an online teen magazine for Mary Kay Cosmetics. It was a dream job, using my skills of creative direction, editing, content creation and photography. It lasted for years and sparked my love of interactive. I moved on to work with agencies of all kinds, clients of all sizes, and every project imaginable. White papers for tech companies? Check. Radio campaigns for national restaurants? Double-check. In the past few years, I've turned tech talk into human lingo for Siemens.com, helped Viewpoint Bank launch their new identity and created web presences for local businesses. (Visit happylittleatom.com for a full client list.)

the dot-com thing: new big dragon

2000 - 2001, dallas, texas

When a local dot-com decided they needed a full-time team, two art directors and I quit our trusty jobs and rode the wave. I wrote everything from marketing plans to media recommendations, print campaigns to white papers, web sites and more. When they went bust I finally went to bed. And when I awoke, I realized I knew enough to go out on my own. (Clients included Inverge, The Original Ya-Hoo! Baking Company, FreeThinc and CollegeHire.)

the agency thing: phillips agency, Ackerman McQueen and Temerlin McClain

1993 - 2000, dallas, texas

These years were like *Mad Men* if you replace martini lunches with working weekends. It was here I learned everything I ever needed to know about the business. Whether it was direct response or national television, the idea was the thing and "the thing" had to be good. I quickly became the go-to gal for pop culture, humor, teens and new ideas for the financial sector. Discovering my love of radio, I wrote, cast and directed 100 spots for Paramount Parks in a year. I learned deadlines and dedication, the beauty of rewriting, balancing creativity with the creative strategy, and how to present anything and everything. (Clients included NationsBank, American Airlines, Paramount Parks, J.C Penney, Subaru and many more.)

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formal education:

University of North Texas, Journalism, B.S. in Advertising, Minors in English/Marketing

informal education:

Travel, playing in bands, teaching yoga to kids & adults, writing novels and kid's books

**** References and work samples are ready when you are.