



writeandreid.com
770.605.7900
writeandreid@gmail.com

Honors and Awards

- 2019 – Internet Advertising Competition (LG USA)
- 2017 – Clio Awards Shortlist (LG USA)
- 2017 – Port City Review Winner (Red T-Shirt Company)
- 2015 – Midas Gold (Capital One)

Work Experience

Amazon

Copy Lead, Global Creative Marketing

Joined Global Workforce Staffing to help redefine and re-envision the Amazon hiring experience for brand associates.

Expanded the duties and responsibilities of the writing team to include all Workforce Staffing advertising and marketing collateral across US, Canada, and Mexico markets. Led a team of 4 writers as direct reports within the first 18 months.

Worked closely with the EU team to create standardized branding across the North American and European markets.

Other emerging markets are coming in 2023.

2021 - Present
Seattle, WA

CreativeDrive // Accenture

Sr. Copywriter

- Lead creative; Creating high-end social and digital food content for Nabisco and their subsidiary products.
- Lead writer; Creating digital campaigns for HP, Hilton Hotels, Asics, and Walmart; creating video campaigns for The Home Depot, Surterra Wellness, Yankee Candle, and Graco.

2018 - 2021
Atlanta, GA

Under Armour USA (In-House)

Freelance Sr. Copywriter

- Writer; (NDA) Helped ideate and create product launches for Spring/Summer 2022. Also created high-end digital, e-commerce, and retail content for channel marketing needs.

2021
Remote, USA

HS Ad USA (LG's In-House Agency)

Copywriter

- Lead writer for LG electronics and LG Mobile;
- Created digital, social, EDM content for specific products in the LG home appliances and B2B sectors.

2015 - 2018
New York, NY

Education

Savannah College of Art and Design, 2013
BFA Advertising

Proficient In

- MS Office
- Photoshop
- InDesign
- Illustrator
- Apple/PC
- Canon Camera Photography/Videography

Skills

- Copywriting
- Creative Direction
- Ideation
- Presentation and Public Speaking skills
- Cooking

Interests and Hobbies

- Grilling, Cooking and Baking; anything near a fire.
- Baseball and football: fantasy and real life
- Cryptocurrency
- Photography