

experience

owner/creative/writer

Writing By Day, LLC

February 2013 – present

- Develop copy for various projects including web sites, brand docs/vision books, print, digital banners, community management, video/tv/radio scripts, sell sheets & concept white papers, in-store POS
- Clients include Jamba Juice, Amazon, Zoe's Kitchen, Ted's Montana Grill, Persil, Monsanto, Pei Wei, Soft Scrub, Oberweis Dairy, Logitech, Purex, Exempla Healthcare, Farmland Foods & LifeStride

associate creative director/senior copywriter/copywriter

Schupp Company, St. Louis, MO

February 2013 – Sept 2005

- Key player throughout the conceptual development and execution of several award winning campaigns utilizing various media outlets including promotions, web, print, TV and radio
- Adept on all aspects of on-premise experiential marketing from conception to training field personnel
- Short list of clients include MillerCoors, Diageo, Equifax, MBU, TLC Laser Eye Centers, National Kidney Foundation, Medicine Shoppe Pharmacies & STL Ballet

copywriter

Zipatoni, St. Louis, MO

May 2004 – Sept 2005

- The right hand copywriter to creative team contributing to the conceiving & copy crafting process for POS, on-premise and digital promotions, & web sites
- Clients included Miller Brewing Company, Energizer Dreyer's (Skinny Cow/Edy's), Borden & Cadbury Schweppes

copywriter & public relations intern

SKAR Advertising, Omaha, NE

May 2003 – Aug 2003

- Developed copy, coordinated focus groups & organized public relation events
- Clients included Salvation Army, Blue Cross & Blue Shield, Omaha Public Power District & Commercial Federal Bank

education

Bachelors of Arts in Communications: Journalism Truman State University, Kirksville, MO

Graduated May 2004 Magna Cum Laude GPA: 3.85/4.0

Conference MVP & NCAA All-American Volleyball Team Section

Rachael Day

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