

## What Do You Wanna Be When You Grow Up?

Looking to push the boundaries of creative strategy, branding, marketing, and advertising. (You know, a fun, creatively challenging gig where I can use the right side of my noggin.)

## Any Proof of Your Success? (Awards, etc.)

### Employment Management Association Creative Excellence and Dansker Awards

2000 Print Campaign, Gymboree  
2001 Print Campaign, Lam Research  
2001 Referral Program, Phone.com  
2002 Web Site, USOC  
2003 Multimedia, Kaiser Permanente  
2006 Booth, Oracle Corporation

### MarCom Awards

2008 Marketing/Promotion Campaign Internal Benefits, Gold Award  
Wells Fargo & Company 401(k) Plan Promotion  
  
2010 Marketing/Promotion Campaign Social Responsibility, Platinum Award  
Wells Fargo Community Support and United Way Campaign

### International Association of Business Communicators (IABC)

2009 Gold Quill Award  
Award of Excellence  
Wells Fargo Annual Benefits Enrollment  
  
2009 Gold Quill Award  
Award of Excellence  
Wells Fargo Community Support and United Way Campaign

## The Early Years (of Relevance)

March 1992 – August 1995, **Classified Advertising Coordinator/Publishing Assistant** for *California Physician*, the monthly magazine of the California Medical Association in San Francisco. I helped physicians and allied teams write their classified advertisements.

August 1995 – January 1996, **Associate Account Executive** for TMP Worldwide in San Francisco. Wrote and laid out advertisements and collateral pieces to direct recruiting efforts for Kaiser Permanente of Northern California's 22-site network. Turned a disparate account into a model of efficiency.

October 1996 – March 2007, **Copywriter** for Bernard Hodes Group in Palo Alto (Omnicom Group Inc.). Persuading someone to change their brand of underwear is one thing. Persuading them to change their jobs is significantly different — and infinitely more complex. I executed all phases of employer branding — from strategic solutions to targeted creative — to position my clients as the end all/be all employer of choice. Atop those front-line duties, I also worked on RFIs and RFPs to secure new business. I even mentored junior staff to concept like me (!). Clients were happy with their results. Agency was happy with my awards. And I was happy because I got paid to think.

*Clients: Intel, USOC, HP, Sony Electronics, PG&E, Nokia, Citibank, Gymboree, Sutter Health, UCSF Medical Center, McKesson Corporation, and Kaiser Permanente.*

## What I Do For Money (What Have You Done Lately?)

March 2007 – Today, **Assistant Vice President – Writer (nee Communications Consultant; translation, Senior Copywriter)** for Wells Fargo & Company. I packed up my agency bags and went in-house. Working on enterprise-level projects, I concept and write marketing and advertising campaigns targeting Wells Fargo team members (aka, employees). Despite the economy, my work has inspired team members — from front-line tellers to executive management — to invest in their 401(k) plan, enroll in flexible spending accounts, and donate to the charities of their choice (among other things). This is direct response in its purest form.

## Tell Me About Yourself (Skills?; Degree?)

Proficient in print production and writing for all mediums— and, I can proof and multi-task with the best of them. Add computer literacy, and this means that I can write a concept, layout a concept, extend that concept to a Web site/email/banner/search engine strategy/whatever is left in the budget, make sure all parts of the concept are hunky/dory... and fix the computer network. In December of 1990, I graduated *Cum Laude*, with a *Bachelor of Science Degree in Business Administration, with a Concentration in Marketing, and an Emphasis in Advertising* from San Francisco State University (don't laugh, that's the actual name of my degree).