

laura walsh

Creative Director | Copy

SUMMARY

Experienced content director, creative director and copywriter

- Leveraged content strategy and creative skills in helping to lead large-scale, global projects
- Cultivated strong relationships with clients' executive leaders, product managers and marketing teams
- Interfaced with subject matter experts on complex topics to develop engaging content for cross-channel programs
- Turned complex subject matter into compelling infographics and copy
- Established strong brand platforms for both consumer and B2B companies

EXPERIENCE

2014-Present

Chief Content Officer | Creative Director

Blink Worldwide, Norwalk, CT

- Led workshops and interviews with senior executives and subject matter experts at global locations to generate verbal and visual content
- Built and managed a pool of freelance copywriters
- Developed copy for video, eBooks, digital sales enablement tools, social media and traditional channels
- Led efforts to enhance internal processes including workflow, time tracking and corporate communications
- Worked for clients including Adobe, Black Diamond, KPMG, Marriott, The Pearson Institute, Viridian, and a roster of regional companies

2006-2014

Associate Creative Director | Copy

Freelance, Boston, MA

- Managed freelance copywriters to ensure quality of content and adherence to brand guidelines
- Developed brand positioning for consumer and B2B companies
- Developed content for B2B audiences in the financial and life sciences industries, including Great-West Life, Invitrogen Bioscience, and regional companies
- Developed content for B2C brands in education, travel, and retail, including American Express Travel Services, Bloomingdale's, Brandeis University, Eastern Mountain Sports, Goodyear, Great-West Life, Hawker Beechcraft, Kettle Cuisine, Lahey Clinic, Macy's, Northeastern University, Partners HealthCare, Reebok, Sunday River, Procter & Gamble, and Wells Fargo

2003-2006

Senior Copywriter

Digitas, Boston, MA

- Participated in the development of acquisition and retention programs
- Developed content for traditional and digital channels for both B2B and B2C clients including FedEx, General Motors, and Bank of America

1997-2003

Senior Copywriter

Freelance, Boston, MA

- Worked for agencies and clients large and small including American Express, American Skiing Company, Arnold Direct, AT&T, Chivas Regal, Diet Coke, Dunkin Donuts, General Motors, Hill, Holliday, Kraft Foods, LLBean.com, Mass Financial Services, Mullen, and Reebok

EDUCATION

- Boston University, B.S., Mass Communication and Media Studies

Laura Walsh, Creative Director | Copy

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