

Work Experience**Freelance Writer**, San Francisco, New York, Boston

March '07 to current

Project leader and writer for Betterment.com redesign. Ongoing support for Apple product launches including in-store retail messaging, web, eMail, and more. Wrote Puma blog posts. Wrote product copy for environmentally friendly paper line New Leaf Paper. Created and developed intriguing new content for Target.com where I worked to bring fashion to life online through runway videos, documentaries, and live events. Wrote iTunes Store copy and product copy for the iPhone App, JobCoach. Project leader and web content developer to opened channels for user-generated content for a wide variety of websites including Kashi.com for The Barbarian Group, Meraki.net and Sf.Meraki.net for Meraki Networks, Johnson & Johnson, and more. My non-web writing consists of writing and producing a sketch comedy show that went up at the Upright Citizens Brigade Theater and writing for the sketch group Killing My Lobster.

Apple Computer, Cupertino

January '05 to March '07

Senior Writer in the Graphic Design group. Developed work in every arena including the iPhone launch, iPod, Mac, and integral work for the Education group. Wrote for online, retail, package copy and more. Worked closely with both graphic designers and producers to develop creative that would make the very tough client—Steve Jobs—happy. Worked under tight timelines and thrived under the pressure.

Hill Holliday, Boston

June '03 to July '04

Copywriter for for clients such as Fleet Bank, CVS/Pharmacy, Dell Computers, and Cognos.

Upromise, Boston

Dec '01 to June '03

Wrote web, direct mail, and some print for the online college savings program.

Education

Copywriting / Advertising
The Ad Club, Boston

Copywriting, Graduate Studies
Portfolio Center, Atlanta

Master of Arts in Teaching
Simmons College, Boston

Foreign Language Studies
University of Oslo, Norway

Bachelor of Communications
Major Public Relations
Minor Norwegian Language
Pacific Lutheran University, Tacoma

Awards

Gold Addy Award; 2007
Gold and Silver W3 Awards; 2006
Silver Belt Buckle, Chilifest; 2005
Silver Addy Award; 2001

Enrichment

Skiing, HBO, climbing Kilimanjaro, comedy, and chocolate.