

lisapeterson

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summary

Over fifteen years of client service experience and managing/meeting project deadlines. Writing experience includes variety of mediums including marketing materials, web content, help and training documents, blogs, radio scripts and fiction. Excellent at organizing content. Internet strategy experience includes creating site structure, designing and building HTML/CSS, Wordpress web sites and managing projects. Keen eye for design. Work well with a team and independently to conceptualize client's vision and follow brand guidelines. Detail oriented and proficient at meeting project deadlines.

experience

Freelance Copywriter, Chicago, IL Oct. 2008 - present

Creative writer with extensive web experience. Work with clients to create print advertising, marketing materials and online content. With my creative storytelling skills, I help breath air into the copy and if called for, add a dash of humor.

Shared Marketing Services/Vortus, Chicago, IL July 2000–Oct. 2008

Awarded 2006 Outstanding Employee

Shared Marketing Services is a Trade Fund advertising/marketing company that acquired part of the Vortus (an Internet/technology company) staff in the winter of 2002.

Design Studio Manager

- Oversaw and assigned projects to the design team, reviewed assignments with designers and managed account executives expectations of projects
- Brainstormed with account executives/designers on copywriting and designing promotional marketing pieces and websites, met project goals and deadlines
- Conceptualized, designed and wrote advertising/marketing materials following client brand guidelines
- Created web content, online help tutorials and internal training docs
- Managed projects for Brand Construction Kit (online ad builder) to ensure artwork was compatible with system, worked with Java developers in designing and creating the HTML/CSS of interior web pages (site maintenance and development) and wrote and edited online content sections

Content Manager/Web Designer (Vortus)

- Managed clients in assessing the project time tables and in delivering the final product
- Wrote, edited and proofed web sites consistent with the voice of the client brand
- Evaluated and created site structure to enhance usability through web sites
- Built and maintained HTML web sites
- Researched site optimization to increase ratings on internet search engine results

skills

Imagination, Humor, Dreamweaver, XHTML, CSS, JavaScript, Wordpress, Flash, Photoshop, Illustrator, and InDesign.

education

Bachelor of Science, Business Economics
South Dakota State University, Brookings, SD