

katiefisher

honing a combination of razor-sharp wit, grammatical reverence and obscure pop-culture references (*copywriter*)

2006 - PRESENT

Eventys Creative, Charlotte, NC

Copywriter

Work closely with designers to concept, create, develop and execute extensive branding and advertising initiatives. Write copy for print, packaging, outdoor, Web, newsletters, brochures, television, radio, promotional materials, direct mail, guerilla campaigns and proposals.

Clients include: Rubbermaid, JR Motorsports, Voodoo Ride, Gandy Communities, Citiline Resortline, blueharbor bank, Western Carolina University, Grubb Properties

2003 - 2006

Little Diversified Architectural Consulting, Charlotte, NC

Marketing Coordinator

Served as main creative copywriter for all internal and external communication projects. Spearheaded award submission efforts of more than 80 projects for each company division and eight regional offices. Composed more than 90 project case studies and more than 70 project information sheets.

2003

News Channel 36 (WCNC-TV), Charlotte, NC

News Assistant

Wrote copy for live two and three hour morning newscasts. Produced and wrote copy for daily three-minute live shows. Evaluated police scanner traffic, collected and confirmed breaking news information for on-air stories.

AWARDS & RECOGNITION

Winner of the Excellence in Copywriting Award at the 2007 Charlotte ADDY Awards

Winner of National Silver ADDY Award in 2007 and 2008

Work was featured in Print Magazine's 2007 Regional Design Annual

EDUCATION

Wake Forest University, Winston-Salem, NC, graduated Cum Laude May 2003

Bachelor of Arts in English with a double major in Art History

LANGUAGES

Working knowledge of written and spoken Spanish

Working knowledge of American Sign Language

references available upon request

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