

**Amy René Gibbons**  
AmyRene.Carbonmade.com  
AmyCopywriter@gmail.com  
773.680.3331

## **SUMMARY**

I'm an Associate Creative Director – Copywriter with ten years experience as a writer and more than three years experience as an ACD. Currently, I create hospital to consumer messaging for five health systems across the U.S. Account Directors request me on projects because they know I don't make ads; I make creative and effective solutions to problems. My managing partners and Executive Creative Director send me the complex assignments, novel subjects, tight deadlines, and small budgets because they know my curiosity, tenacity, thoroughness and creativity are the perfect fit for the most challenging projects.

## **EDUCATION**

2008 - 2009      **Chicago Portfolio School** – Copywriting.  
1999 - 2003      **San Diego State University** – Communications. Emphasis in Advertising. Magna Cum Laude.  
1996 - 1998      **Kalamazoo Valley Community College** – Communications.

## **EXPERIENCE**

Dec., 2009 - Present      **SPM Marketing & Communications** – La Grange, IL. Copywriter.

- Freelance to hire after 5 months.
- ACD promotion after 2.5 years.
- Concept and write for TV, radio, print, collateral, digital, and outdoor.
- Create strategy, present to clients, interview physicians and other stakeholders, see projects through production.
- Cast and direct voice and on-camera talent.
- Mentor and creative direct junior writers and art directors.
- Recruit, creative direct and manage creative interns.

June, 2009      **FCB** – Chicago, IL. Freelance Copywriter.

- Concepted new TV ideas for Wheat Thins.

May, 2003 - 2007      **MarketingVision** – San Diego, CA. Copywriter.

- Interviewed and wrote for University of San Diego School of Education newsletter.
- Launched new B-to-B products and organizations.
- Marketed and promoted *Brandicapped* by Mel Epstein.

## **INTERESTS**

- Softball Ringer. Recipe Improviser. Hobby Dabbler. Essential Oil Believer. Project DIYer.