

rachel pinn acd/writer

rachcreative

Marketing is more than what I do; it's the way I see the world. I'm concise, conceptual and creative. I love a challenge, a time crunch, a space constraint. I'm obsessed with details, tone and brand building. I'm a writer who often thinks in pictures. Strategy excites me. Presenting killer creative gets me buzzed. I simply can't wait for the next idea.

brands

amf bowling • raising cane's • sourcelink • western union • alltel • hotel anatole • capital one • at&t • allstate • motorola • txu • ing • the women's museum • compusa • taco bueno • community coffee • pizza hut • 7-eleven

experience

associate creative director • hawkeye • dallas, tx

april '11 – present

senior copywriter • hawkeye • dallas, tx

april '10 – april '11

Creative lead and copywriter for direct marketing, interactive, mobile, print, radio, product messaging, promotions, product naming, social media, new business and more. Strengthening presentation, leadership and concepting skills.

freelance writer • foodbitch.me & the dallas observer • the web

august '09 – present

Quality diversion that combines my two obsessions: writing and food.

blog co-creator • in-this-economy.com • the web

march '09 – present

Plunged head-first into social media, WordPress, SEO, website analytics, fans, followers and sarcasm on a grand scale.

senior copywriter • javelin • irving, tx

july '05 – march '10

Wrote creative, concise and compelling copy across multiple brands for direct mail, interactive and print. Senior-level responsibilities included mentoring junior level writers, presenting creative and managing multiple projects.

contract copywriter • the creative group • dallas, tx

march '05 – july '05

Worked at CompUSA HQ in their advertising department. Strengthened short copy, time management and proofing skills.

freelance copywriter • pgc advertising • dallas, tx

january '05 – april '05

Wrote copy for point-of-sale, print, television and radio across multiple clients. Developed radio, presentation and new business experience.

freelance copywriter • smu cox • dallas, tx

november '04 – january '05

copywriter • tracylocke • dallas, tx

july '03 – november '04

Sole writer responsible for all copy on national account. Worked with four art directors on local and national creative. Wrote copy for radio, television, print, promotions, new product naming, new business and interactive.

intern • sicolamartin • austin, tx

fall '03

intern • tracy locke • dallas, tx

summer '02

preparation

bachelor of science in advertising

cumulative gpa: 3.6

the university of texas at austin

1999 – 2003

texas creative sequence • copywriting

senior fellow • college of communication

business foundations minor • red mcombs school of business

university honors & dean's list • '01, '02, '03

accolades, etc.

sept. '12 **smc panel member**: "bloggers: truth, lies and how to work with them"

"**social media for brands**" author, published white paper

march '11, '12 **sxsw interactive** attendee

march '10 **sxsw interactive** speaker, core conversation

june '09 **blogger** wordpress dallas wordcamp

june '06 **employee of the month** javelin direct

may '02 **recipient** morris hite tracy locke scholarship

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2011 **webaward** winner: AMF site redesign

2012 **bronze telly** – humor – "AMF Smash"

2012 **bronze telly** – b2c – "Cane's NCFD"