

# rachel pinn writer

## rachcreative

---

Advertising 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 can't wait for the next idea.

## client list

---

western union • capital one • at&t • allstate • citi • motorola • txu • ing • the women's museum • compusa • taco bueno • community coffee • smu cox • pizza hut • 7-eleven • harrarh's • wingstreet • beringer

## experience

---

### senior copywriter • hawkeye • dallas, tx

april '10 – present

Writing copy for direct, interactive, print, radio, concept statements, promotions and more. Strengthening presentation, leadership and concepting skills.

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

march '09 – present

Comedy blog about the current economic situation. Plunged head-first into the world of social media, WordPress, search engine optimization, 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

Commissioned by the SMU Cox marketing department to edit, revamp and write original copy for two full websites.

### 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.

### creative intern • sicolamartin • austin, tx

fall '03

### advertising intern • tracy locke partnership • 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

business foundations minor • red mcombs school of business

senior fellow • college of communication  
university honors & dean's list • '01, '02, '03

## accolades & more

---

“social media for brands” author, published white paper

march '10 **sxsw interactive festival** selected panel

june '09 **blogger/participant** wordpress dallas wordcamp

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

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

rachcreative@gmail.com • 214.529.2965 • rachcreative.com