

Kerrie Louis.com

Copy & Design

Award winning copywriter, web designer, and information architect. Focused on functionality and the entire user experience, with knowledge of both technical aspects and design principles. Desires a team position with an advertising agency creative department as a copywriter, web designer, and liaison with sales and developers.

EXPERIENCE

Copywriter, Madison Media Institute. Madison, WI

- Wrote for multiple formats and applications, including television ad copy, personal correspondence (direct and e-mail), print pieces (24-page moving guide), and long-form (multiple paragraph) & short-form (scannable text) for the web. The moving guide and direct mail helped **shrink attrition rate by 15 percent**.

Marketing and Production, Fastsigns Signs & Graphics. Madison, WI

- Maintained and grew client list. Oversaw quality control, increasing efficiency and **reducing waste by 10 percent**. Clients included **ESPN** and **UW Madison**.

Radio On-air Personality, stations across the country. Las Vegas NV, Sacramento CA, Toledo OH, Toms River NJ, Madison WI

- **Rated by Arbitron as a #1 radio personality** (WBZU), **increased Average Quarter Hour Share by 38 percent** (WWWM), and **doubled the station 'cume'** (total people listening).
- **'Best Morning Team'** (The Weekly, WWWM), and **'Readers' Choice Award'** (Ocean County Observer, WJRZ).
- Wrote commercial copy, news (KWOD), sports (WJRZ), jingles (KVFX), and promos, liners, and content for the rest of the staff (WWWM). Ad copy was **nominated for a Las Vegas Electronic Media Award** (KKLZ). Parodies received **national airplay**.
- Successful promotions include hurricane relief (collected **three times the amount of money** and supplies of our competitors in half the time), and the Red Cross Blood Drive (birthday campaign generated their **largest collection to date**, WWWM).
- Generated press for my morning shows including **above-the-fold front-page coverage** and local, regional, and out-of-state television.
- While in sales, **raised station revenue by 12 percent** (KVFX).

Promotions Coordinator, DDB Needham/Jack Wodell. San Francisco, CA

- Worked primarily with **Fox and Disney pictures**, coordinating with area TV and radio stations to stage events for first- and early-release movies.

Advertising and Marketing Assistant, The Tsuruda Group. Sacramento, CA

- Wrote copy and completed print campaigns according to rigid specifications for accounts including the **California Department of Transportation**.

EDUCATION

- Bachelor's (B.A.) in Rhetoric & Communications, University of California at Davis.
- Associate's (A.A.) in Digital Art & Design, Madison Media Institute (**Dean's List**).
- Focused training in design and design software, including Photoshop, Illustrator, and InDesign, with additional training in HTML5 and CSS3, JavaScript and jQuery, PHP includes, SEO, Entertainment Law, audio production and editing, and digital photography.
- **Continuing education** via conventions, seminars, and online training, including the Conclave Learning Conference.
- Member, InDesign User Group and Design Madison.
- Winner, 2013 ADDY Awards, *Radio Campaign* and *Copywriting*