

Anne Pratt

Senior Copywriter

830 W. 3rd St., Apt. 2129
Austin, TX 78701
512-657-3766
www.annepratt.com

Industry Experience

Technology

Dell
Road Runner
Sprint
Time Warner Cable
Synchron Communications
ICOM America

Construction

Burns & McDonnell
Lighthouse Construction

Training/Seminars/Education

Antioch University
Dale Carnegie Seminars
The Coffman Group
Brand U

Retail

Macy's
Eddie Bauer
John-William Interiors
Greenhouse Mall
BMW of Austin
Automax
Henna Chevrolet
Classic Auto Group
Cargo Largo

Arts & Entertainment

Golden Gloves Association
Kansas City Zoo
Kansas City Ballet
Arts Incubator of Kansas City

Healthcare

Alcon
Cochlear Americas
Texas Oncology
Scott & White Health Plan
The Menninger Clinic
California Pacific Medical Center
Vaser

Tourism

Missouri Grape & Wine Program
(MO Department of Agriculture)

Non-Profit

Susan G. Komen Foundation
American Heart Association
Art from the Streets
Bridging the Gap
ReStart

Employment

HC&B

Austin, TX

Senior Writer | June 2010 - present

- Concept and write integrated branding campaigns for a variety of global, national and regional healthcare clients – from hospital systems to health plans to surgical equipment.
- Concept social media and guerilla tactics for rebranding launches.
- Serve as producer for TV, video and radio projects.
- *Highlight: Launched new liposuction client with creative that won 4 different awards.*

Y&R Brands/Enfatico

Austin, TX

Senior Writer & Creative Lead | September 2008 - June 2010

- As Creative Lead, I oversaw creative quality of projects and ensured correct brand voice.
- Created global integrated campaigns for Dell product launches using digital and traditional media.
- Concepted and wrote national magazine and newspaper ads for IT services.
- Developed promotional digital, direct mail, and newspaper advertising for product sales events.
- *Highlight: Concepted and wrote copy for Dell's first global SMB branding campaign; included online videos, rich media, banner ads, email, magazine, and out-of-home advertising.*

Lee Tilford Agency

Austin, TX

Senior Copywriter/Producer | January 2007 - September 2008

- Developed integrated branding campaigns for a variety of retail clients using broadcast, print and digital media.
- Launched new businesses, creating brand voice, taglines, and advertising.
- Assisted with radio and TV production.
- *Highlight: Doubled business for Lighthouse Construction with new radio campaign.*

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Freelance writer/editor
Austin, TX & Seattle, WA
March 2006 - January 2007

Clients included:

- *Eddie Bauer*: Wrote copy for eddiebauer.com and print catalog.
- *Antioch University*: Edited and wrote copy, managed Web site, and posted content.
- *ICOM America*: Wrote press releases.
- *Rick Nobles, Brand Consultant*: Wrote weekly e-newsletter, Web site, and seminar communications. Also wrote article, "Does Someone Hate Your Brand? Good.", published on marketingprofs.com.
- *Highlight*: Positioned Rick Nobles as a leading brand consultant of Kansas City, which led to his radio show, published articles, and sold-out seminar attendance. Won two BMA Fountain Awards for weekly e-newsletter and direct mail campaign.

Macy's, Inc.
Seattle, WA
Copywriter | December 2004 - March 2006

- Concepted and wrote radio, direct mail and newspaper advertising for accessories, shoes, cosmetics/fragrances and intimate apparel departments in over 40 markets in the Northwest.
- Ensured copy conveyed the national Macy's brand voice while remaining relevant to the Northwest customer.
- Developed new concepts for Macy's nationwide sale events.
- Worked closely with buyers to develop marketing solutions across all channels.
- *Highlight*: Rebranded Intimate Apparel department with Fit Expert campaign. Sales spiked drastically, even the higher-end brands, such as Wacoal®, whose sales increased 260%, and Calvin Klein, up 230%.

Two West Advertising, Inc.
Kansas City, MO
Copywriter | January 2002 - October 2004

- Concepted and wrote TV, radio, print ads, brochures, Web sites, POP, product packaging, corporate presentations, trade show booths, signage, newsletters and corporate videos.
- Wrote Two West collateral, Web site, case studies, and newsletters.
- Some technical writing experience, including user support manuals and sales sheets.
- *Highlight*: Sprint requested several of their agencies around the country to submit concepts for their service plan guide. My concept won the business and led to increased Sprint opportunities for the agency.

Project Manager/Copywriter | August 2000 - January 2002

- Managed Sprint Co-op account as the sole client contact and project manager.
- Wrote marketing communications for Sprint's third-party retailers.
- Developed strategies to increase Co-op Web site traffic.
- Wrote internal Sprint corporate presentations, both print and video.
- Wrote copy, wrote marketing plans and managed projects for other regional accounts.
- *Highlight*: Redesigned Sprint's Co-op Web site, developing and implementing marketing objectives and strategies and information architecture. Led to increased site traffic and hundreds of new user sign-ups.

Awards

- Silver Addy, Silver Rx Award, MANNY award and MM&M award for VASER print campaign
- Bronze Omni Advertising Award in Print Campaign category for Golden Gloves campaign
- Business Marketing Association Fountain Award in E-Newsletter category for *Brand Rant*
- Fountain Award in Self-Promotion category for Brand U direct mail campaign
- Fountain Award in Self-Promotion category for Two West Web site

Education

- B.A. Ed. English, Magna Cum Laude, Northeastern State University in Tahlequah, OK, 1998
- Graduate work in the Professional Writing Program, University of Missouri, Kansas City.