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**Professional
Summary**

- Knowledge that spans all media - from digital to print
- National campaign experience
- Strong ad agency background
- Exceptional concepting skills
- Vast experience in writing for both b2c and b2b audiences
- Worked with both small and large agencies and businesses
- Won multiple awards

Website

Please visit tracyrball.com for a complete portfolio of my work.

Employment

Ellas / Savion Advertising 2018 - current

Pittsburgh, Pennsylvania

Highlights: Concepting and copywriting for all of the agencies b2c, b2b and non-profit clients including AmeriServ Bank, Axion building products, Blood Science Foundation, CertainTeed Roofing, CORE (Center for Organ Recovery & Education), Deceuninck Windows and Fraport airport retail. Project work includes integrated campaigns, website content, naming projects, event brainstorming, articles, client presentations, and pitches.

Smith Brothers Advertising 2016 - 2017

Pittsburgh, Pennsylvania

Highlights: Concepting and copywriting for several of the agency's consumer packaged goods clients including Sahale Snacks and RW Knudsen juice. Worked on four new business pitches and also wrote for The Art Institutes, the agency's biggest client. Project work included integrated campaigns, website concepts and content, social media, print ads and taglines.

Freelance Copywriting 2005 - 2016

Portland, Oregon

Highlights: Concepting and copywriting for creative agencies and both small and large businesses. Wrote for Adidas, HTC Phones, Anthro Furniture, Pendleton Woolen Mills, NW Natural Gas, TriMet and several established and start-up retail dot-coms. Project work includes magazine campaigns, brochures, website concepts and content, ecommerce, web banner campaigns, taglines and product naming.

**Employment
 cont.**

Anthro Furniture Corporation 2003 - 2005
 Tualatin, Oregon In-House Copywriter

Highlights: Served as a one-person creative agency responsible for national campaigns with placement in Wired and MacWorld magazines. Also created campaigns tailored to more specific markets like radiology. Wrote web copy, web banners, direct mail, e-mail marketing, tradeshow signage, taglines and product names.

Freelance Copywriting 2002-2003
 Portland, Oregon

Highlights: Brought in to work on new business pitches by ad agencies. Work was both web and print-based and clients included Freightliner Trucks and Harsch Investments.

HMH Advertising 1998-2001
 Portland, Oregon Senior Copywriter

Highlights: For several years served as the sole copywriter for the agency working directly in partnership with the creative director. Concepted and wrote for a wide variety of clients including West Coast Bank, Louisiana-Pacific, Freightliner, and the Oregon Fryer Commission. Won several awards including the Northwest Addys and the Oregonian's Newsies.

Young & Laramore 1997
 Indianapolis, Indiana Junior Copywriter

Highlights: Agency was retail focused with clients ranging from the fast-food chain Steak 'n Shake to McNamara Florist and Colorado Steakhouse. Work included billboards, print ads, in-store promotions, television and radio.

(More employment history available upon request.)

**Computer
 Skills**

SEO Certification	Adobe Creative Suite/Cloud
Adobe InDesign	Content Management
WordPress	MS Office
PowerPoint	Clever researcher
Type 55 wpm	

Education

The Portfolio Center (Now Miami Ad School)
 Atlanta, Georgia
 The Copywriting Program
 A two-year advertising boot camp/graduate school. (portfoliocenter.edu)

Indiana University
 Bloomington, Indiana
 Bachelor of Arts Degree in Journalism and Advertising. (indiana.edu)