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**Professional  
Summary**

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

**Website**

Please visit [tracyrball.com](http://tracyrball.com) for a complete portfolio of my work.

**Employment**

**Freelance Copywriting**                      2019 - present  
Indianapolis, Indiana

**Elias / Savion Advertising**                      2018 - 2019  
Pittsburgh, Pennsylvania

Highlights: Concepting and copywriting for all of the agency's 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 included integrated campaigns, website content, naming projects, event brainstorming, articles, client presentations, and pitches. Was also responsible for eighty percent of the content for *Avenue 6*, the historic Duquesne Club's quarterly magazine.

**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 included 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. Project work included web content, 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. Project 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. Project work included print campaigns, direct mail, billboards, tradeshow signage and materials, television and radio.

**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. Project 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  
 Typing @ 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)