

NATE WINTER

| 630-217-6501 | winter.nate@gmail.com | http://NateWinter.com/port001 |

SUMMARY: Copywriter with print, video, branding, marketing strategy, and strong web experience seeking freelance employment in Chicago.

EXPERIENCE:
2005-Present

INDEPENDENT CONTRACT WORK

Copywriter, Marketing Strategist

- Provided copywriting, content organization, and marketing strategy to clients in technology consulting, entertainment, manufacturing, fine jewelry, real estate, and professional assistant service.
- Managed projects from start to finish including presentation, client contact, and coordination with designers to deliver marketing materials on deadline and within budget.

**April 2006-
Feb. 2008**

RIHA DESIGN GROUP, INC./rd | INTERSECT

Copywriting & Marketing

- Executed all copywriting, verbal branding, public relations, and marketing efforts as steward for 5 in-house brands.
- Developed copy for websites, brochures, other printed collateral, motion graphics video, video voice-over scripts, and signage.
- Managed online content for 5 individual in-house brand websites.
- Provided copywriting, branding, and search engine marketing for clients in industries such as education, hospitality, and real estate, bringing the process through concept, presentation, and execution.

**July 2004-
April 2006,
June-Aug. 2003**

INTELOQUENCE, INC./IT'SMYIQ.COM, INC.

Marketing Guru

- Wrote copy for websites of 5 to 30 pages, print collateral from 2-page brochures to 36-page catalog in addition to email campaigns, video voice-overs, press releases, and direct mail.
- Concepted brand identities and unique copy voices for in-house and client work acting as brand steward to ensure consistency.
- Researched, managed and implemented organic search campaigns for in-house and client website projects ranging from \$2 million to \$45 million in annual sales.

EDUCATION:
HONORS:

Nov. 2007
June 2003

UNIVERSITY OF MICHIGAN, Ann Arbor. B.A. Communication Studies

Platinum MarCom Award in Best Brochure/Capabilities

BBDO Minority Education and Training Fund Academic Scholarship

Technical Skills:

- Experienced with MS Office, Acrobat Professional, Google Analytics, and online Content Management Systems.
- Basic skills with Adobe Photoshop and HTML.
- Comfortable in Mac and PC computing environments.