

NATE WALSH

NATEWALSH.COM
217.898.9262
NATE.WALSH@GMAIL.COM

COPYWRITER

SUMMARY

"I ain't Frederick H. Coca-Cola, but I do know something about building a brand."

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

2002 - 2006 • B.S. IN ADVERTISING, PSYCHOLOGY

ILLINOIS MATHEMATICS AND SCIENCE ACADEMY

1999 - 2002

EXPERIENCE

2012 - PRESENT COPYWRITER / MARKETING STRATEGIST MARKETPLACE, ST. LOUIS, MISSOURI

"The Food Marketing Agency,"
MarketPlace combines technology and unique industry insight to provide creative marketing solutions to B2B and B2C clients in food and food-related industries, including pet care and pharmaceuticals.

Clients: Sensient Colors (Food, Pharmaceutical, Ink, and Industrial Divisions), Bunge North America, St. Louis District Dairy Council, Celanese, International Dehydrated Foods

2007 - 2012 COPYWRITER / CONTENT STRATEGIST 2E CREATIVE, ST. LOUIS, MISSOURI

Primarily focused on the healthcare and life science industries, 2e is a brand communications agency that specializes in developing compelling B2B and B2C solutions that make complex products both understandable and marketable.

Clients: Alcon Laboratories (Consumer and Surgical Divisions), JH Audio, Caris Life Sciences, Sigma Life Science, Texas Instruments, Lanx, QRS Recycling, Eye Surgery Education Council, ERBE, Everidis Health Sciences, Pickles & Ice Cream Baby Planning

ADDITIONAL JOBS THAT NO DOUBT CONTRIBUTED VALUABLE "LIFE EXPERIENCE"

- Dungeon Master
- Garden Supply Factory Worker
- Gym Security Guard (This is way more hilarious once you've seen my frame.)
- Cookie Delivery Driver
- Grade School Crossing Guard
- Candy Store Co-Manager
- Purveyor of Goth Pants at Hot Topic
- Customer Service Representative for The Playboy Store
- Extra in that Jennifer Aniston flop, "The Break-Up"

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SKILLS

- Developing and executing advertising concepts and integrated marketing campaigns for both B2B and B2C clients
- Technical and long-form writing, with a focus on science, technology, and healthcare
- Client branding and rebranding, including strategy, positioning, messaging, product naming, and tagline development
- Hiring and directing staff and freelancers
- Client presenting and pitching
- Advertising and marketing writing for both traditional and new media, including:
 - Print, email, and web banner advertising
 - Digital architecture, design, and content
 - Interactive and traditional presentations
 - Video and Flash animation scripting
 - Sellsheets, brochures, and other sales collateral
 - Social media, including blogs, Facebook, Twitter, LinkedIn, Instagram, Pinterest, and Reddit
 - PR and other editorial content

"SKILLS"

- Near-masochistic levels of optimism
- Elaborate theme parties
- Karaoke (Although not so much "skilled," as "loud, with many high kicks.")
- Glitter
- Encyclopedic knowledge of song lyrics / Nicolas Cage's life and career
- Charmingly amateurish Photoshop work
- 1998 Geocities-era HTML coding ability
- Hula-hooping (I will destroy you at hula-hooping.)

AWARDS

National Diagnostic Creative Communications Awards

Diagnostic Marketing Association • 2012

- First Place, Website - MyCancer.com, for Caris Life Sciences

National B2 Awards

Business Marketing Association • 2012

- Best of Category, Web Presence - MyCancer.com, for Caris Life Sciences

Targeted Advertising & Marketing Awards

St. Louis Business Marketing Association • 2010

- Best in Class, Website Development - Opti-Free.com, for Alcon Laboratories
- Best in Class, Integrated Marketing Campaign - OptiLASIK, for Alcon Laboratories

"AWARDS"

Seattle-Area Pokémon Spelling Bee Awards

Re-Bar Seattle • 2007

- First Place, 21 & Over Category

Track & Field Awards

Serena Middle School • 1997

- Fifth Place Ribbon - 100m Hurdles