

Leah C. Pogliano

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QUALIFICATIONS:

- Experience working directly with large brands like Kraft Foods, Target, Publix Supermarkets and Subway
- Basic knowledge of SEO and Google Analytics
- Personally ingrained in social media, including social and professional networking sites and blogging

PROFESSIONAL DEVELOPMENT:

Upshot, Inc. Chicago, IL

December 2011-Present

Senior Copywriter at an award-winning shopper marketing agency

- Integral team member and lead writer on interactive projects for Cooking With Kraft and O-Cedar, including full website redesigns, emails, Facebook/Twitter posts, mobile and Facebook apps and more
- Organize and lead brainstorms for everything from one-off promotions to the launch of new products
- Involved in IMC planning for brands under the Kraft Foods umbrella, including Miracle Whip, MilkBite Milk & Granola Bars and Kraft Naturals Cheese
- Concepting and copywriting for digital WOM programs targeting mom influencers
- Manage multiple projects, including overseeing and editing copy from junior and mid-level writers
- Take the lead presenting both in person and over the phone

Copywriter

March 2010 – Dec 2011

- Copywriting for traditional advertising, including region-specific radio and national print ads—published in Self and People Magazine
- Copywriting for in-store pieces, including shelf-talks, free standing inserts, shippers and floor graphics
- Concepting and whitepaper write-ups for sampling events, both in-store and out-of-store
- CMS (Content Management System) data creation, entry and ongoing management
- Involved in new business pitches

Pepper Global, Chicago, IL

Feb 2007 – April 2009

Junior Copywriter at an integrated B2B marketing and advertising agency with global presence

- Lead a team of four responsible for creating an online presence for Pepper Global by boosting SEO through development and implementation of a social media plan
- Brainstormed, developed and wrote copy for full-scale marketing campaigns, including direct mail, email, landing pages, micro-sites, launch kits, video scripts and e-newsletters
- Managed quality assurance as final proofreader
- Pitched, wrote and edited articles for HP Technology at Work (TAW), an e-newsletter geared toward business professionals with a circulation of 6 million readers worldwide
- Created content, headers and teasers for monthly e-newsletters, including Product Specific editions of TAW, Oracle and Microsoft SLMS

Facets Multi-Media, Chicago, IL

May 2006 – Aug 2006

Intern at an independently owned, non-profit media arts organization and film label

- Wrote direct mail and sell sheets promoting films released under the Facets film label
- Proofread and edited internet-based news articles and 500 page DVD catalog
- Before release of a film, performed movie chapterization, subtitle screening and film quality assurance
- Researched movie databases to aid in director biographies and copy for DVD jewel cases

FREELANCE:

June 2008 – Present

Tasty CMS: Copywriting for web-based projects, with focus on SEO, on an as-needed basis

ENRG Fitness Chicago: Branding, tone development, social media consultation and PR for local fitness co.

PenPal Notes: Copywriting for traditional marketing collateral, PR, social media management, and final series editing for children's learning product; responsible for acquiring first account in premiere Chicago hospital market

EDUCATION

Columbia College Chicago

Graduation date: 2006

Bachelor's Degree: Marketing communications with a concentration in advertising copywriting