

ANDREW LEAMON

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PROFESSIONAL EXPERIENCE

Copywriter

September 2016 – Present

IMX, Sears Holdings Corporation

Chicago, IL

Writes and enriches over 2,500 product descriptions for brands from all categories, such as home appliances, toys, lawn and garden, and more for Sears' and Kmart's websites.

Responsibilities: Product description copy, SEO enrichment, product feature hierarchies, blog posts, buying guides, promotional hero banners, brand showcases, promotional banners, proofread, edit, lead group calls

Programs used: Microsoft Word, Google Sheets, Google Docs, OneSpace, JIRA, and ASAP

Awards: Super Star Award (Q2, Q3 & Q4 2017)

Copywriter

October 2013 – April 2016

Aisle Rocket Studios

St. Joseph, MI

Write sales, training, and promotional materials for *Whirlpool, Maytag, Amana, KitchenAid, ODL, Daltile, Marazzi, and Renaissance Athletic Club*.

Responsibilities: Print ads, video scripts, in-store kiosks, trade show displays, SEO messaging, blogs, outdoor, email, direct mail, radio scripts, web banners, digital sales resource guides (for Android and iOS devices), brochures, P-O-P, channel and trade publications, conference workbooks, packaging, flyers, lead brainstorm, mentor new writers, proofread, present to clients

Software used: Microsoft Office (Word, Excel, PowerPoint) and Adobe CS6 & CC: InDesign

Copywriter

January 2013 – April 2013

Advolution 21

Kalamazoo, MI

Produce a new campaign for *Glidden Paint* through the Wal-Mart channel with a team of writers for AAF's 2013 National Student Advertising Competition.

Responsibilities: Print ads, outdoor ads, commercial script, campaign development

Software used: Microsoft Word and Adobe CS5: InDesign

Intern

January 2013 – March 2013

Flat River Gallery & Framing

Lowell, MI

Design an art gallery logo with direction from clients.

Responsibilities: Logo design, communicate directly with clients, present to clients

Software used: Adobe CS5: InDesign, Photoshop, and Illustrator

EDUCATION

Western Michigan University

Graduation: April 2013

Haworth College of Business

Bachelor of Business Administration

Major: Advertising and Promotion **Minor:** General Business Studies

PUBLICATIONS & ACTIVITIES

Student, Sketch Comedy Writing, *Second City Training Center*

May 2017 - Present

Comic Book Writer, *Hope Valley (self-published)*

Spring 2016 – Present

Poet, *Asylum Lake Press, fourpaperletters, Midwest Literary Magazine, The Battered Suitcase,*

Summer 2010 – Present

Greatest Lakes Review, The Grey Sparrow Journal, Troubadour 21, amphibi.us

Writer, *Western Filmmakers Association*

Fall 2011 – Spring 2012

Member, *AdClub, AAF Affiliate*

Fall 2011 – Spring 2013

Member, *Campus Poetry Society*

Fall 2008 - Spring 2009