

ANDREW LEAMON

andrew.b.leamon@gmail.com

989.860.2206

andrewleamon.com



PROFESSIONAL EXPERIENCE

Senior Copywriter 08/2021 – Present
Guaranteed Rate Chicago, IL

Copywriter 07/2018 – 08/2021
Guaranteed Rate Chicago, IL

Lead on a variety of recruiting (Loan Officers and Real Estate Agents) and custom B2C marketing projects for The Point, the Guaranteed Rate Companies' (Guaranteed Rate, Guaranteed Rate Affinity, Proper Rate, and OriginPoint) in-house agency. My recruiting marketing efforts helped the company rise from being the #7 mortgage lender in the country to #3 and home to the most top Loan Officers in the country.

Responsibilities: Emails, social media, billboards, co-directed photoshoots, co-developed monthly recruiting campaigns, trade magazine ads, developed presentations, presented to clients, mentored our new writer, Adwerx digital, video scripts, motion graphics, direct mail, flyers, landing pages, pamphlets, homebuyer guides, radio scripts, blog posts, proofread, brainstorming, wrote internal team training documents, and much more

Programs used: Adobe Workfront, JIRA, Google Suite (Docs, Slides, Sheets), Microsoft Office (Word, Excel, PowerPoint)

Copywriter 09/2016 – 07/2018
Sears Chicago, IL

Wrote and SEO enriched over 2,500 product descriptions for Sears and Kmart brands from all categories, such as home appliances, toys, lawn and garden, and more. Produced \$25M in sales for the company.

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 Office (Word, Excel, PowerPoint), Google Suite (Docs, Slides and Sheets), OneSpace, JIRA, and ASAP

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

Copywriter 09/2016 – 07/2018
Aisle Rocket Studios (ARS) Chicago, IL

Wrote sales, training, and promotional materials for Whirlpool Corporation (Whirlpool, Maytag, Amana, KitchenAid) as well as 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 brainstorms, mentor new writers, proofread, present to clients

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

PUBLICATIONS & ACTIVITIES

Comic Book Writer

FINAL ROUND! Self-Published (07/2022)

FOURTHMEAL Taco Bell Quarterly (Vol. 4, 07/2021)

WE THE DREAMERS Self-Published (04/2021)

HOPE VALLEY Self Published (04/2016)

Poet

Asylum Lake Press, fourpaperletters, Midwest Literary Magazine, The Battered Suitcase, Greatest Lakes Review, The Grey Sparrow Journal, Troubadour 21, amphibi.us

Sketch Comedy Writing Student

Second City Training Center

05/2017 – 12/2017

EDUCATION

Western Michigan University

Bachelor of Business Administration, 2013

Major: Advertising and Promotion