

Kathleen Honey
Senior Copywriter
416-554-5260 • copy@kathoney.com

In Short:

10+ years of copywriting.

Print, broadcast, out-of-home, direct mail, interactive, SEO, and corporate communications.

In Depth:

Online portfolio <http://kathoney.com>

Work History

Senior Copywriter

Freelance July 2009 - Present

Concept development and creative copywriting for agencies and businesses. Clients include World Vision, RBC Royal Bank, General Motors, Nestlé, Pristine LED Lighting, Mousetrap Communications, Canadian Tire.

Ask me about: *Responding to the earthquake and tsunami in Japan.*

Writer

GJP Advertising & Design – April 2008 to July 2009

Creative copywriting, and conceptual development. New client pitches. Clients include Ontario Savings Bonds, Canadian Tire Financial Services, National Bank Financial Group, TradeFreedom, Innocap Investment Management, Sagicor Life Insurance, Sears Certified Real Estate Services.

Ask me about: *Pitching Porsche Canada.*

Senior Manager, Marketing Communications & Copy

CIBC – May 2004 to April 2008

Creative copywriting, conceptual development and marketing management. Ad hoc ads for regional sponsorship initiatives, corporate donations and selected Local Area Marketing initiatives.

Ask me about: *Developing a new department – Local Area Marketing.*

Senior Copywriter

Sherman Laws Communications – April 2003 to May 2004

Brochures, catalogues, new business pitches, online, flyers, catalogue and direct mail. Mentoring writers.

Clients include Grand & Toy, Grand National Apparel.

Ask me about: *The worst interview question I ever received.*

Copywriter

Networks – February 2000 to October 2002

Corporate brochures, print ads, direct mail, web sites, and business presentations. Clients include Timothy's World Coffee, Ganz, World Youth Day, and St. Joseph Corporation companies.

Ask me about: *A successful invitation that had our team bean-counting day and night.*

And in the previous century:

Freelance Copywriting – August 1999 to February 2000

Eaton's – November 1998 to August 1999

RecruitAd Advertising – April 1997 to November 1998

Education

Media Copywriting

Humber College

September 1995 to August 1996

Bachelor of Business Administration

Wilfrid Laurier University

September 1990 to May 1994

Selected Clients

Automotive

General Motors

GM Optimum Certified Used Vehicles

Ford

Financial

RBC Royal Bank

CIBC

National Bank Financial Group

Canadian Tire Financial Services

TradeFreedom

Ontario Savings Bonds

Innocap

Insurance

RBC Royal Bank Insurance

Mainway Hunter Creighton

Sagicor Insurance

Fashion & Home

Eaton's

Grand National Apparel

Levi's

Real Estate

One Sherway

Sears Certified Real Estate Services

Food

Nestlé

Timothy's World Coffee

Zellers Restaurants

Retail

Canadian Tire

The Home Depot

Grand & Toy

Eaton's

B2B

Pristine LED Lighting

Mousetrap Communications

Innocap Investment Management

St. Joseph Print Group

Pi Media

ePrint it

Not for Profit

World Vision

CIBC Run For The Cure

CIBC Sponsorship and Corporate Philanthropy