

Kathleen Honey - Copywriter
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In Short:

About a decade of copywriting.

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

In Depth:

Goal: Compel strangers to take action.

Online portfolio

<http://kathleenhoney.com>

Employment

Writer

GJP Advertising & Design – April 2008 to July 2009

Creative copywriting and conceptual development. New client pitches. Creation of new Ontario Savings Bond campaign, including TV, Radio, Print, OOH, DM and brochure. Development of Sears Certified Real Estate Services brand across interactive, DRTV, print, collateral, in-store, and agent materials. Other clients included Canadian Tire Financial Services, National Bank Financial Group, TradeFreedom, Innocap Investment Management, Sagicor Life Insurance.

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. Development of marketing plan for Local Area Marketing program and creation of Seminar Toolbox instructional guide. Management of advertising and marketing support for new branch openings.

Senior Copywriter

Sherman Laws Communications – April 2003 to May 2004

Brochures, catalogues, new business pitches, online, flyers, catalogue and direct mail. Mentoring and providing feedback to writers. Clients included Grand & Toy, Grand National Apparel.

Copywriter

Networks – February 2000 to October 2002

Corporate brochures, print ads, direct mail, web sites and business presentations. Product naming and packaging. Clients included Timothy's World Coffee, Ganz, World Youth Day and St. Joseph Corporation companies (Pi Media, Networks, Partners Integrated, St. Joseph Print Group).

Last century's employment includes Eaton's, BAM and RecruitAd Advertising.

Please ask for details.

Education

Media Copywriting – Humber College, 1996

Bachelor of Business Administration – Wilfrid Laurier University, 1994