

ELLEN HALL | COPYWRITER

PHONE: 415.515.4122

E-MAIL: ellenwhall@gmail.com

WEBSITE: gingermop.com

WORK HISTORY SENIOR WRITER (FREELANCE) *April 2008–present*

My Little Swans

- Helped create the voice for this online travel company (www.mylittleswans.com), as well as acting as ghostwriter for the founder
- Write and edit web content, editorials, newsletters, online marketing, and travel promotions
- Upload and maintain site content through our CMS

FREELANCE COPYWRITER *June 2004–present*

Agencies & Clients: Mountain Travel Sobek, Singlebound Creative, Voicebox Creative, Anda/Burghardt Advertising, The Taproot Foundation

Projects include:

- Web content: Mediterranean Action Network, Copernicus Fund, Moores Clothing for Men, The Spanish Quarter, YuMe
- Collateral: Mountain Travel Sobek (2013 catalog: Africa, Latin America, and South Pacific sections), Habitat Media (annual report), The Spanish Quarter (brochure), Community Hospital of Monterey Peninsula (annual report)

COPYWRITER

PopularMedia *June–October, 2008*

- Helped create online marketing programs and optimize them for maximum virality. Clients included Bath & Body Works, Slacker.com, and ING Direct.

IN-HOUSE FREELANCE COPYWRITER

CNET Networks *January 2007–March 2008*

- Raised awareness of CNET Networks and their properties through web content and marketing materials that reflected the new brand positioning
- Wrote interactive ads for CNET Networks media brands and clients

Old Navy *June 2006–January 2007*

- Adapted easily to different copywriting roles, stepping in as needed on projects such as press kits, signage, circulars, naming and packaging

Nimblefish *September 2004–May 2006*

- Helped create and manage highly targeted integrated marketing programs (direct mail and web). Clients included Lowe's Home Improvement, Kodak, and AT&T.

COPYWRITER/PRODUCER

J. Walter Thompson *September 1999–June 2004*

- Wrote and produced TV and radio spots for Ford Motor Company

EDUCATION B. A. in Graphic Design, SJSU, 1990