



Financial Gains and Account Highlights from Over Twenty Years of Brand Strategy and Creative Excellence:

- Author of a dynamic, creative portfolio showcasing national brands at <http://www.mariesawrites.com/>
- Secured a \$50 million dollar VA contract, previously allusive, for Ameresco. Creative led and redirected a solicitation submission to ensure engineering content was appealing while maintaining strict matrix requirements.
- Won over \$5 million in revenue for each new business account, listed below:
 - Continental Eagle Cotton Gins McCann Erickson, ATL
 - City of ATL, Olympic Committee McCann Erickson, ATL
 - Barking Dog Cigarettes, Phillip Morris Ogilvy, NY
 - Launch of Hershey Nuggets, 15 sec. TV Ogilvy, NY
- Won internal agency creative campaign competitions serving existing client base, robustly securing contracts.
 - Coca-Cola & Rod Stewart, Rolling Stone full-page McCann-Erickson, ATL
 - Jaguar Ogilvy & Mather, NY
 - XJS Convertible billboard
 - XJ6 full-page magazine spread
 - Dealer Lease Books, two years
 - Print Newspaper ads
 - Bank of America, National Radio Series Ketchum, SF
 - Knotts Berry Farms, National Radio Series Ketchum, SF
 - Infiniti G35 and G37 specialty ads Chiat Day, Nashville
 - Designated driver Coca-Cola Campaign Lighthouse Marketing, ATL
 - Terrazzo Tea Lighthouse Marketing, ATL
- Secured half-a-million dollars of first year revenue, enabling expansion and industrious market leadership while Executive Director of Marketing and Communications, for STOKE Education, Nashville, TN.
 - Facilitated staff hires, public relations support, special event promotions, creative for print., and built a B2B cross-promotion tie-in with financial asset management firm.
- Generated a 400% job growth rate within the Marketing Team for Brookdale Senior Living.
- Successfully built and maintained a profitable freelance business, serving sole proprietors and local labels while coordinating a network of over thirty national creatives and print production contacts.

Core Competencies:

- **A Creative Hybrid:**
A Writer/Creative Director with analytical, organizational and detail team management skills.
- **A Creative Generator:**
A successful sole proprietor and metric moving hire for top national agencies, coast-to-coast.
- **A Technical and Operational Team Player:**
Well-versed in account management, budgets, traffic systems, in-house and external partnering & team trainings.
- **A Thoughtful Problem-Solver:**
Flexible. Open to feedback. Adaptable to edits.

Unique Capabilities:

- Directed original music composition for Knotts Barry Farm national radio campaign.
- Skilled in the delicacies and efficiencies of Press Releases, both in-house and to external partners
- Concept, wrote, edited and produced national magazine from inception to print production.
- Skilled presenter with successful c-suites reviews and sales team conference support at Coca-Cola, The US Olympic Committee, Georgia Pacific, Mirage Casinos, Coors Brewing Company, Calistoga Waters, Clairol, Toys R Us, C3 Consulting, AAUW, Kipp Academy & Brookdale Senior Living Solutions.