

COPYWRITER | CREATIVE DIRECTOR | RACHEL@RACHELCOOKCOPYWRITER.COM | 336.354.8404 | WASHINGTON, DC

Amazon | Capital One | Microsoft | CDC | Nationwide | Fannie Mae | HealthCare.gov | TRESemme | Asurion | Olay | TJMaxx | Nom Nom | Children's National Hospital

AGENCIES:

Weber-Shandwick | Washington, DC | FT: 2021 – present

Subject Matter | Washington, DC | Freelance: 2021

Honestly | Greensboro, NC | Freelance: 2021

Bouvier Kelly | Greensboro, NC | Freelance: 2021

Tombras | Knoxville, TN | Freelance: 2020

SmithGifford | Washington, DC | FT: 2018 – 2019, Contract: 2020

Drumroll | Austin, TX | FT: 2015 – 2018, Freelance: 2019–2021

McKinney | Durham, NC | Freelance: 2014

Saatchi & Saatchi | New York, NY | FT: 2012 – 2013

MullenLowe | Winston-Salem, NC | FT: 2006 – 2012

CoyneBeahmShouse | Greensboro, NC | FT: 2005 – 2006

SCHOOLS:

University of Texas | Masters/Portfolio | 2003 – 2005

University of North Carolina at Asheville | Bachelors | 1997 – 2002

BUZZWORDS:

Copywriter | Writer | Creative Director | Award-Winning | ADDY | Clio | Manager | Branding | Broadcast | Commercial | TV | Print | Radio | OOH | Digital | Web | Email | Ad | Experiential | Immersive | Interactive | Event | IRL | Social Media | Facebook | Instagram | Snapchat | LinkedIn | Twitter | .GOV | Healthcare | Content | Strategy | Positioning | SEO | Blog | Whitepaper | Financial | Beauty | B2C | B2B | Integrated | 360° Campaign | Pitch | RFP | Presentation | Client-Facing | Concept | Brainstorm | Agency | Experience | Inhouse | Research | Testing | Animatics | Production | Partner | Insert cliché here _ | Pun here _ | **Cats**

HEADLINES:

Results: Concepted and executed the interactive experiential capital campaign for **Children's National Hospital Foundation** that tripled the monetary goal, increased web traffic by 500% Y.O.Y. and converted 124% of first-time donors.

Branding: Masterminded and implemented new global brand campaigns for two iconic beauty brands, **TRESemmé** and **Olay**.

Testing: Produced the highest-scoring testing animatic in **P&G's** marketing history.

Experiential: Created a comprehensive playbook for all **Capital One** Café grand openings – turning bankers into seasoned event planners.

Trick: Can touch tongue to nose.

SOFTWARE:

Adobe Creative Suite | : Acrobat Pro | : InDesign, Photoshop |

: Illustrator, Premiere

G Suite | : Mail, Docs, Slides, Calendar | : Sheets, Forms, Sites

Microsoft Office | : Word, PowerPoint, Outlook, Teams | : Excel

Rachel Cook