Debbie Cantwell

Renton, WA 98008 · 425.785.0753 · [debbie.cantwell@gmail.com](mailto:debbie.cantwell@gmail.com) debbiecantwell.com

Award-Winning Copywriter ǀ Creative Advertising Writer ǀ Brand Advocate ǀ Blogger  
*Copywriting, Editing, Advertising, Marketing, Broadcasting, & Leadership*

I’m enthusiastic about writing, communication, and the art of language. As an experienced writer and team leader, I can set or follow style guides, develop concepts and campaigns, offer creative copy solutions, engage customers and execute successful initiatives with clarity, impact. mmunicate strategies, concepts and creative initiatives with authority, credibility and clarity. Build consensus and agreement for creative approvals. I’m as comfortable speaking to an employee as I am to a client or executive team member. Show a range of fresh and original copy/creative solutions. I recognize the need for consistency while allowing the opportunity for freshness and originality. I can juggle multiple assignments, meet impossible deadlines, and still make it a priority to show kindness to my teammates and compassion to those I supervise. Fluent in creating copy for collateral, direct mail, video, feature articles, web, and eCommerce in industries including retail, medical, technology, financial and legal. Adaptable and flexible.

Areas of knowledge: Skills: 

Professional Experience & Selected Accomplishments

ATD/TireBuyer.com/TirePros.com, **Copy Manager** 2018-Present   
Develop and write B2B/B2C copy for the auto industry. Drive meaningful engagement in customer lifecycle/retention/seasonal/ promotional emails to customers and business partners, customer education articles, blog articles, website UI/UX copy while maintaining cross-site consistency and brand guidelines. Work cross-departmentally managing multiple clients, deadlines and style guides. Led company in community fundraisers, employee engagement and team activities.

The Pink Daisy Project, **Founder/Director** 2008-Present  
Created and built small, grass-roots non-profit that provides care and comfort to young women with breast cancer on a national level, supporting 200+ families each year. Alone, I’m responsible for conducting fundraising, $100k per year. In 2011 I was recognized as a CNN Hero, attended the awards show and now a CNN Hero alumnus.

Drugstore.com/Beauty.com/Walgreens.com, **Copy Manager** 2009-2016   
Developed and wrote creative concepts and marketing content for eCommerce. Managed team of writers, supervising content for a family of websites owned by Walgreens. Led a Walgreens copy team for universal consistency. Member of senior leadership for creative team in a role that spearheaded employee engagement and innovative idea teams, as well as day-to-day creative direction. Appointed to the Drugstore.com Foundation committee for corporate giving, 2013-2016.

The Hacker Group, **Copywriter** 2008-2009   
Designed and authored creative concepts and marketing strategies for B2B, customer acquisition, and customer lifecycle management. for direct response mail and interactive programs for clients including AT&T, Comcast, Medicare, and Amnesty International.

Eddie Bauer, **Retail Copywriter** 2006-2008  
Ideated and developed creative concepts for store signage, product packaging, product tags, employee communications, seasonal campaigns, store opening/closing campaigns, and loyalty program.

**Freelance Copywriter,** 2000- Present  
Clients included: Instacart · Microsoft · Nordstrom Marketing · Nordstrom Bank · Yakima Valley Memorial Hospital · Central Washington Bridal Fair · Yakima Valley Credit Union, and Yakima Symphony Orchestra

Nordstrom Customer Communications, **Creative Manager** 1990-2000  
Launched a new department and recruited, developed, and managed a creative team of writers, designers, and a proofreader. Supervised concept development and creating direct mail and collateral. Managed brand standards, wrote and edited copy, developed and authored guidelines and procedures. Recruited, hired, trained, and supervised team.

Nordstrom Newspaper Advertising, **Copy Manager** 1995-1999   
Supervised team in content development for newspaper ads. Managed writers and designers to develop special projects including store-opening, holiday and sales campaigns. Approved, edited, and proofed copy and concepts. Motivated and inspired staff through developing continuing education programs. Developed and wrote procedures and guidelines including corporate copy standards guide. Collaborated with corporate attorneys and Nordstrom executives to make ideas and concepts exclusive to Nordstrom.

Nordstrom Newspaper Advertising, **Lead Writer** 1994-1995  
Designed and wrote creative concepts for newspaper ads, store-openings, and holiday and sale campaigns.

Other Relevant Experience

**Sight & Sound Entertainment, Writer/Producer**   
Created, researched, wrote, and edited video entertainment features.

**Public Affairs Assistant Manager, KOMO Radio & Television**   
Authored and scheduled public service announcements, planned and promoted community events and served as Production Assistant on “*Town Meeting”* and *“Front Runners”* television programs.

Education  
**BA Broadcast Journalism**, Seattle Pacific University   
**AA Media Technology**, Bellevue Community College

Awards  
**CNN Hero,** Pink Daisy Project, 2011   
**Retail Ad Council**, Silver Award

Computer Skills   
**Software:** InDesign, Quark, MS Office, Jira, Sharepoint  
**Platforms:** Proficient with both Windows and Mac

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