DEBBIE CANTWELL

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AWARD-WINNING CONTENT CREATOR ǀ COMMUNICATIONS STRATEGIST ǀ BRAND ADVOCATE *Leadership, Copywriting, Editing, Advertising, Marketing, & Broadcasting*

I’m passionate about writing, communication and language. As a professional writer, I can easily adopt any tone and switch between voices with ease. I’m as comfortable speaking to an employee as I am to a client or executive team member. I understand 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.

*Skills:*

Producing compelling, intriguing copy · Managing successful advertising campaigns · Inspiring teamwork and fostering effective work relationships ·Respecting individual work styles · Consistently meeting impossible deadlines · Editing copy to improve clarity, strategy and impact · Easily juggling multiple projects · Working fluently cross departmentally   
Collaborating with designers, marketers & executives

PROFESSIONAL EXPERIENCE & SELECTED ACCOMPLISHMENTS

ATD/TIREBUYER.COM/TIREPROS.COM 2018-PRESENT **COPY MANAGER**  
Develop and write B2B/B2C copy for the auto industry. Write emails to customers and business partners, education articles, blog articles, website UI/UX copy, and promotional copy while maintaining cross-site consistency and brand guidelines. Work cross-departmentally managing multiple clients, deadlines and style guides. Led the team in community fundraisers, employee engagement and activities.

THE PINK DAISY PROJECT 2008-PRESENT **FOUNDER/DIRECTOR**  
I created a small, grass-roots non-profit that provides care and comfort to young women with breast cancer on a national level, supporting approximately 200+ families each year. Alone, I’m responsible for conducting fundraising, $100k per year, in addition to holding a full-time position. In 2011 I was recognized as a CNN Hero, attending the awards show and becoming a CNN Hero alumnus.

DRUGSTORE.COM / BEAUTY.COM 2010-2016 **COPY MANAGER**

Developed and wrote creative concepts and marketing content for eCommerce. Managed a full-time team of writers and freelancers. Supervised content for a family of websites owned by Walgreens and led a Walgreens copy team for universal consistency. Member of senior leadership for creative department in a role that included spearheading employee engagement and innovative ideas teams as well as day-to-day creative direction. Selected as leader of drugstore.com Foundation committee for corporate giving, 2013-2016.

THEHACKER GROUP 2008-2009 **COPYWRITER**

Designed and authored creative concepts and marketing strategies for direct response mail and interactive programs for clients such as health insurance companies, AT&T, Comcast, Medicare, and Amnesty International. Wrote for B2B, customer acquisition, and customer lifecycle management.

EDDIE BAUER, INC. 2006-2008 **RETAIL COPYWRITER**

Ideated and developed creative concepts for store signage, product packaging, product hang tags, employee communications, seasonal campaigns, store opening/closing campaigns, and loyalty program.

FREELANCE COPYWRITER, **CONTENT & MARKETING CONSULTANT** 2000- 2006

Clients included: Microsoft · Nordstrom Marketing · Nordstrom Bank · Yakima Valley Memorial Hospital · Central Washington Bridal Fair · Yakima Valley Credit Union, and Yakima Symphony Orchestra

**NORDSTROM 1994**-**2000**

**CREATIVE DIRECTOR, NORDSTROM CUSTOMER COMMUNICATIONS (1999 – 2000)**

Supervised the process of developing concepts and creating printed materials. Led a creative team and oversaw the development and production of direct mail and collateral. Managed brand standards, wrote and edited copy, developed and authored guidelines and procedures. Recruited, hired, trained, and supervised a staff of writers and designers. Launched a new department and recruited, developed, and managed my own creative team.

**COPY MANAGER, NORDSTROM NEWSPAPER ADVERTISING (1995-1999)**

Supervised writing team in content development for newspaper ads. Managed creative teams in development of special projects that included store-opening, holiday and sale campaigns. Approved, edited, and proofed copy and concepts. Supervised a staff of writers. Motivated and inspired staff through the development of continuing education programs. ▪ Developed and wrote procedures and guidelines including corporate copy standards guide. Collaborated with corporate attorneys and Nordstrom executives on making ideas and concepts exclusive to Nordstrom.

**LEAD WRITER, NORDSTROM NEWSPAPER ADVERTISING (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, KOMORADIO & 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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