

Ruth Hirsch
Creative Copywriter
ruth.aubrey.hirsch@gmail.com

SUMMARY

As a creative, I'm as driven as they come. Driven by concept. Driven by strategy. Driven to find solutions that both delight *and* deliver on client objectives. Any medium, any message—nothing is off the table. Work with me, and you can expect ideas that don't stop, a curious mind that never shuts off, and the drive of a copywriter who knows her best work is always ahead of her.

EXPERIENCE

Unleaded Communications – Senior Copywriter

May 2012 – January 2015

My main duties included extensive concept development and related copy support. On a day-to-day basis, I would collaborate with art directors, associate creative directors and designers, as well as meet with creative directors and strategic leads to gain a more detailed view of our clients, our marketing strategies and project goals. On the client-facing side, I was involved with creative pitches and met directly with SMEs to gather content for websites, brochures, etc.

Awards/Accolades

- Champion Fiberglass Corrosion Happens Campaign – Crystal Award
- Companion Dx Website – Lantern
- Danos Corporate Website – Lantern
- Magnum Oil Tools Campaign Ad – Lantern
- Magnum Oil Tools Magnum Cortex Campaign – Lantern
- Agency of the Year 2012 – Houston BMA

Unleaded Communications – Copywriter

May 2010 – May 2012

My responsibilities ran the gamut in this role, giving me an invaluable opportunity to soak up all aspects of life as a copywriter. While I engaged in a heavy amount of production copywriting, I also supported new creative concepting that often lead to client-chosen work. Additionally, I played a key role in overall quality assurance through precision proofreading and editing skills. I also contributed to internal copywriting needs, including work on the agency's website, blog and newsletter.

Awards/Accolades

- Magnum Oil Tools Campaign Ad – Lantern
- Unleaded Quarterly Newsletter – Lantern
- Agency of the Year 2011 – Houston BMA

SKILLS

I cut my advertising teeth on B2B, so I understand (and accept) the challenge of making every message as interesting as possible. Websites. Brochures. Billboards. Painfully small banner ads. I've seen 'em all and I'm ready for more.

- Blogging
- Branding
- Concepting
- Copywriting
- Creative collaboration
- Direct mail
- Editing
- Email marketing
- Ideation
- Integrated campaigns
- Online advertising
- Outdoor
- Print
- Proofreading
- Radio
- Social media
- Technical/industrial
- Tradeshow campaigns
- Video
- Website content

EDUCATION

BA Advertising, 2009 | Magna Cum Laude | University of Houston
Matt's Portfolio Class, 2009 – 2010

PORTFOLIO

www.ruthinadvertising.com