

Leslie MacInnis



creative

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Senior Writer | Content Creator

My career in traditional, shopper, pharma and digital advertising has cultivated award-winning work that succeeds above the line, online and in store. I excel at turning complicated subject matters into consumer and business-friendly stories that grab attention. I'm a pro at juggling multiple projects, meeting tight deadlines and consistently delivering authentic, memorable, relevant content.

Areas of Emphasis

- B2B and B2C Copywriting
- D2C Pharma
- Creative Content Strategies
- Brand Awareness
- Shopper and Integrated Marketing
- Digital Content
- Social Media
- Advertising and Marketing Materials
- Direct Response

Experience Summary

Razorfish Health | Fully Remote from Denver, CO

Senior Copywriter | Oct 2022 – Present

Senior Copywriter on a team responsible for launching a major new pharma product. Media includes branded and unbranded national TV, websites, social, print, video, URL naming, and brochures. Because this drug has not been launched, it is not represented on my website.

Leslie MacInnis Creative | Denver, Colorado

Senior Copywriter/Content Creator | Freelance | August 2020 – Oct 2022

Freelancer specializing in both B2B and B2C advertising. Experience in all forms of media -- print, digital, email, out of home, social, web and video. Working directly with brands and creative agencies.

Selected Achievements

- Long-term pharma contractor working on major product launch (not yet FDA-approved, so not represented on my website), branded and unbranded launch tools, websites, emails, brochures, direct mail, social, and concepting creative campaigns. BENLYSTA (lupus), Biomat (plasma donation), GSK (product launch), and Grifols (product launch).

CenturyLink | Broomfield, Colorado

Senior Copywriter Global Marketing | 10/2018 to 8/2020

Responsible for B2B marketing of CenturyLink security, digital business, adaptive networking and IT agility. High level of technical knowledge required.

Selected Achievements

- Successfully launched new global digital business campaign with print, web, infographics and social.
- Created complete social campaigns for Facebook, LinkedIn and Twitter.
- Wrote numerous web pages and data sheets

The Integer Group | Denver, Colorado

Senior Writer | 8/2011 to 1/2018

As lead writer for multiple accounts at one of the country's largest shopper marketing agencies, developed engaging content for shopper, traditional, digital and social media.

Clients

Johnson & Johnson, OneTouch (J&J Diabetes Supplies), Visa, Gillette, Kellogg's, P&G, Mars/Wrigley, Great West Financial Services, ACUVUE Contact Lenses

Selected Achievements

- Created 360-degree shopper and business activation for global launch of ACUVUE OASYS 1-Day Brand Contact Lenses including direct response, digital and social media.
- Successfully launched new retirement program for major financial corporation.
- Used audience insights to create promotional materials for patients, doctors and payers in the diabetes management category.

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Senior Copywriter | Freelance | 3/2007–8/2011

From concept to presentation, from presentation to production, my clients count on me for copywriting expertise in all media for traditional, shopper and digital advertising. I perform research, conduct interviews and collect and analyze data to support content ideation and creation.

Clients

Maxar Technologies, Colorado Department of Health, Florida Hospitals, Mission Hospitals, Palmer House Hilton, Walt Disney World Resort, The Biltmore Companies, Volvo Construction Equipment, UC Health, SCL Health, local agencies

Selected Achievements

- Created memorable print, radio, TV, digital and social media campaigns for 13 Florida Hospital campuses.
- Worked with major hospitality corporations including Walt Disney World Resort.

Additional Experience

Creative Director, Cramer Krasselt, Orlando, Florida

Senior Copywriter, Walt Disney World Resort Advertising, Orlando, Florida

Senior Copywriter, J. Walter Thompson, San Francisco, California

Educational Background

Bachelor of Science in Communications | American University, Washington, DC

Awards and Honors

Clio • New York Festivals • Best of the West • San Francisco Show • Show South • NCBA Creative Radio Awards
Best of Show National Lottery Advertising • Business Week Top Ten Ad Campaigns • Orlando Addy's • Tampa Addy's San Francisco Addy's • Southeast Regional Addy's • National Addy's

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