

MOLLY WORTH

2524 Xenia Street
Denver, CO 80238
303.547.0843
mworth8@comcast.net

Online portfolio
wordsworthwrites.com

PROFILE

Proven copywriter seeking new creative challenges for a dynamic organization.

QUALIFICATIONS

More than 15 years of experience collaborating with marketing teams and clients to produce customer-focused copy and content designed to catapult products, programs and brands to the next level.

- Superior writer and editor proven in a number of mediums.
- Develops and implements internal communications strategies and initiatives that propel vision, culture and growth of business.
- Track record of success crafting copy and content that meet client objectives.
- Versatile in yielding success for projects and programs, as a leader and team member.
- Thoroughly understands the importance of brand strategy and its relation to creative product; adept at translating key consumer insights into compelling, relevant copy and content.
- Passionate about building community and fanatic loyalty around products+brands that make a difference in people's lives.

EXPERIENCE

SENIOR COPYWRITER, HUNTER DOUGLAS — 2013-PRESENT

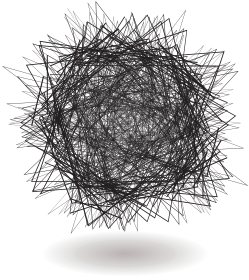
Responsibilities include pitching new business for this in-house creative team; concepting with design teams, then managing and executing creative product. Highlights include:

- In-House Creative web site—worked closely with creative director, account teams and senior designer to create content showcasing work and capabilities.
- Quarterly corporate promotion—developed concepts for promotional campaign in dealer stores across the nation and executed content for print and digital ads, point-of-purchase displays and other collateral.
- Dealer training marketing programs—collaborated with client and creative team to develop marketing communications targeting dealers. Tactics include a highly successful e-newsletter and direct mail campaigns designed to encourage dealer participation in training and certification programs.
- Corporate newsletter—responsible for writing, editing and fact-checking content for a quarterly employee newsletter distributed to thousands of Hunter Douglas employees nationwide.

SENIOR COPYWRITER/OWNER, WORDSWORTH — 1999-PRESENT

Responsibilities include developing creative strategy appropriate to budgets; concepting with creative and marketing teams; copywriting for print, direct mail, collateral, radio and web; maintaining current client relationships and cultivating new work. Clients include:

- **LiveWell Colorado**—collaborated with project manager and graphic designer to create brand voice for the LiveWell@School Food Initiative through a brochure, eight case studies of participating school districts, web content and development of web video, and an evaluation report. Successful outcomes in these projects led to additional work on the organization's 2012 annual report and the creation of tools for the HEAL Cities & Towns campaign.



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EXPERIENCE (continued)

- **Denver Health**—in collaboration with virtual marketing team, developed brand strategy to change marketplace perception and build awareness about this award-winning, multifaceted health system that serves as the backbone of Denver's health care. From this, executed multi-media campaigns, including TV, radio, online, outdoor and transit for pediatrics ER, labor & delivery unit, cardiology and more service lines.
- **Denver Public Health**—worked closely with virtual marketing team and client to develop brand strategy, develop concepts and execute creative for an anti-tobacco campaign targeting teens, including call for entry for video contest, digital advertising, radio spots, outdoor, transit and social media components.

SENIOR COPYWRITER, PIERSON HAWKINS, INC. — 1995-1998

Responsibilities included concepting with art directors; copywriting for print, direct mail, collateral, outdoor, transit, radio and television for all agency clients; editing in studio for radio and television spots; creating new business pitches; supervision of freelance copywriters; and editing and proofing all written materials produced. Clients included Norwest Banks Montana & Wyoming, Beau Jo's, Cook's Mart, Greeley Medical Clinic, Bonfils Blood Center and Park Meadows Shopping Center.

COPYWRITER, CACTUS COMMUNICATIONS — 1992-1995

Responsibilities included concepting with art directors; copywriting for print, direct mail, collateral, transit and radio for all agency clients; developing media pitches and press kit materials; and editing and proofing all written materials produced. Clients included Grease Monkey International, The Downtown Denver Partnership, The Denver Center Theatre Company, Larson Homes and The Children's Hospital.

EDUCATION

Bachelor of Journalism, University of Missouri, School of Journalism 1986-1990

REFERENCES

Brian Hawkins, owner of BHawkins, Inc., 303-777-3432

Paula Tiernan, owner of Peri Marketing & PR, 303-298-7374

John Rassman, owner of Rassman Design, 303-825-4532