

Debbie Wade Carney

Copywriting
United States

View the full portfolio at <http://www.thecreativefinder.com/dwade7>

Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

Previous Clientele

Williams-Sonoma

Hoffman Lewis Ad Agency: San Jose Airport, Toyota, Hoffman Lewis in-house projects

Foot, Cone & Belding, SF: Amazon.com , AT&T Wireless, Fox Sports News , KIBU.com, Compaq, Dockers, Pillsbury

Academy of Art University, SF: Staff

Awards and Accolades

Debra Wade Carney

415-235-4999

dwade7@yahoo.com

Objective:

To work in a creative atmosphere as a copywriter where I can write, brainstorm, strategize, pow-wow and do whatever it takes to get the most creative and effective results that stay true to the brand.

Experience:

Freelance Writer: Williams-Sonoma- 1/12- Present

Freelance Copywriter: Hoffman Lewis Advertising- 10/11-11/11

Clients: San Jose Airport, Toyota, Hoffman Lewis in-house assignments; Media: TV, Print, OOH, Social, Digital

Consultant- Branding/Marketing- 2011

Worked with Chef Amy Fothergill who's launching a gluten-free cookbook and needed advice on how to brand and market herself better in the cooking world.

Owner- The MomMe Company-2001-2005

Ran a company designing a unique line of infant accessories. I sourced all the fabrics and materials, oversaw pattern and sample productions, sole marketer, created logo and brand identity, oversaw website production, shot photography and sold merchandise.

Copywriter: Foot, Cone & Belding Advertising, SF- 1/98- 12/00:

Clients: Amazon.com , AT&T Wireless, Fox Sports News , KIBU.com, Dockers, Compaq, Intuit, Pillsbury. Media: Print, Radio, TV, Outdoor, Web, Guerilla Marketing and Direct Mail.

Academy of Art University, SF- Advertising Teaching Staff -1998-1999

Mom-Hiatus Activities:

Redesigned, wrote and published a local newsletter for over 500 members and managed teams of people on various volunteer projects for over 20 years.

Wrote and helped design a line of unpublished children's books.

Taught preschool for one year at Ring Mountain Day School in Tiburon, CA.

Created and ran the development of a safe traffic management program at the local

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