Devon Thomas Treadwell

Branding

View the full portfolio at http://www.thecreativefinder.com/pollywog

Professional Experience and Curriculum Vitae

Located in the creative center of the North—Minneapolis, Minnesota—Pollywog is a naming agency that has been developing story-rich brands for local, national and international clients since 2007. Our founders are ad and design agency veterans who set out to build a better naming agency and develop outstanding brands as efficiently as possible.

We've created brands for every size of organization, Fortune 500 companies to startups, in a wide range of industries including financial, technology, food and beverage, sporting goods, retail, health and wellness, personal services and education, as well as nonprofits.

Services offered:

NAMING
Brand Naming
Category Naming
Naming Systems
Domain Names
Global Language & Culture Check
Trademarking

WRITING
Brand Story
Creative Taglines
Descriptor Lines
Website Copywriting
Elevator Speeches

STRATEGY
Brand Consulting
Brand Essence Development
Brand Architecture
Naming Strategy
Name Analysis
Writing

Previous Clientele

General Mills
Ameriprise
City of Saint Paul
Medtronic
Thermo King
Animal Humane Society
MMIC
Stratasys

Awards and Accolades

Prior to founding Pollywog, Devon had been an independent consultant and copywriter/associate creative director with some of the world's leading advertising agencies, including J. Walter Thompson in Los Angeles, and Young & Rubicam, Bozell and Mithun in Chicago.

Over the 25-year course of her career, Devon has worked on many leading brands

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