VANESSA BAUCH
COPYWRITER
WWW.IWANTAWRITER.COM

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EXPERIENCE

Freelance Creative Director, Copywriter, Owner : I Want A Writer : 12.01 to present
Work with my clients to create whatever they need to make their marketing successful—strategic campaign ideas, taglines, online or offline advertising concepts, websites, radio spots, brochures, direct mail programs and more. Clients include: Apple, Captain Morgan's, Dockers, Google, HBO, Intuit, Levi's, Lindeman's, Lipton Teas, OgilvyOne, Pebble Beach Golf Course, Penfold's, Smirnoff, Tanqueray, Target, Toyota, Yahoo!.

Senior Copywriter, Yahoo! : 5.02 to 12.05
Yahoo! Search : 2.04 to 12.05
Responsible for acquisition and customer advertising and communications for the company's flagship product, Yahoo! Search.

SBC Yahoo! Internet Services : 5.02 to 12.03
Worked with a team of 4 to launch SBC Yahoo! Dial and DSL—a new product roll-out of a new category worth over $30 million annually to the company. Created all consumer acquisition advertising and post-acquisition customer communications.

Senior Copywriter : P3M Advertising : 12.99 to 9.01
Created print, collateral, radio, websites, naming and direct mail programs for all P3M clients. Was the sole copywriter at the agency which had over $10 million in annual billings. My clients included: Seagate, Marimba, USWeb, Vitria, Remedy, Gator, PeopleSoft, Portera; nonprofits Montalvo and the Children's Health Council.

Copywriter : Bernard Hodes Advertising : 10.96 to 12.99
Developed creative solutions and conceptual recruitment copy for print, collateral, outdoor and radio. Clients included: Intel, Doc Martens, HP, 3Com, Cellular One, 3DFX, Silicon Graphics, Citibank, Tektronix, USWeb.

AWARDS

Macromedia Site of the Day: SBC Yahoo DSL Product Site
Print Design Annual: P3M Website
San Francisco Show: SierraCities.com Website and Online Ads
Addy and Special Judges' Award: Portera Ads
Silver Addy, San Jose Ad Club: Portera Brochure
Silver Addy, San Jose Ad Club: P3M Holiday Card
Silver Addy, Madison Advertising Club: Camille's Brochure
Bronze Addy, San Jose Ad Club: MyTradeIn.com Ads
Bronze Addy, San Jose Ad Club: SierraCities Online Addy

EDUCATION

University of Wisconsin, Madison : 9.91 to 12.95
Bachelor of Science in Journalism

College Year in Athens, Athens Greece : 1.93 to 5.93
Study Abroad Program