

KAREN SULLIVAN

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PROFICIENCIES

B2B and B2C
Branding
Creative Strategy
Design Consultation
Interactive

Media/Situational Analysis
Press Releases
Proposals and RFPs
Research
Writing/Editing

CURRENT WORK

COPYWRITER, EAST COAST
Bernard Hodes Group, Multiple Locations
Since January 2011

Re-hired after layoff to extend as-needed copywriting support to teams in Atlanta, Boston, Miami, New York and Washington D.C.

CREATIVE CONSULTANT
PartnerMD, Richmond, VA
Since September 2010

Provide creative and marketing expertise with an emphasis on tactical message-crafting and longer format writing (articles, newsletters, award submissions, etc.).

FREELANCE COPY/CREATIVE
KarenWorx, Virtually Everywhere
Ongoing

- *Advertising:* ThinkCreative, Inc., Winter Park, FL (2011); Cuellar + Sachse, Orlando, FL (2005-2010)
- *Construction:* Keene Klimas Consultant Group, Lake Mary, FL (2009-2011)
- *E-Commerce:* ChumBonus, Washington, DC (2009-2010); Memory Kreations, Phoenix, AZ (2010)
- *Financial:* Capital MatchPoint, Atlanta, GA (2009-2010); Portfolio Cash Flow Management, Dallas, TX (2009-2010)
- *Foods:* Purpose Pies, Hong Kong (2010); Chip Chip Ole, Phoenix, AZ (2010)
- *Healthcare:* Bon Secours Richmond, Lifestyle Planning (2009)
- *High-Tech:* Imaging Technologies & Visible Solutions, NY/TX/WA (2010); Focused Image, Falls Church, VA (2005)
- *Real Estate:* Sunica Development, Indialantic, FL (2008)
- *Retail:* Zak's Avenue, Rochester, NY (2010-2011)

PREVIOUS EXPERIENCE

ASSOCIATE VICE PRESIDENT, CREATIVE SERVICES

Bernard Hodes Group (Part of the Omnicom Group)

April 1997 to January 2010

RECIPIENT: Employee of the Year, Orlando Operations, 2004
RECIPIENT: HodesHonors Honor Roll Award, 3rd Quarter 2003
25-TIME WINNER: EMA Creative Excellence First-Place and Merit Awards

- Steadily progressed up the ladder as a strong leader and reliable top-performer
- Accountable for creating brand-centric messaging for major accounts
- Served offices on East Coast, from Boston to Miami, and beyond
- Hands-on contributor to creative strategy development/execution
- Collaborative problem-solver and mentor for team members seeking guidance
- Proven track record of success in delivering on-target concepts
- Experienced with a diversity of audiences, industries and clients including:
Carolinas HealthCare, Florida Hospital, GlaxoSmithKline (US, Canada), HCA, Hilton Grand Vacations, Raytheon (US, UK, Middle East), Tiffany + Co., United Technologies, Universal Studios (Orlando, Japan, Dubai), Wyndham Vacation Ownership, Many More

COPYWRITER

JWT Specialized Communications, Orlando, FL (Subsidiary of J. Walter Thompson)

HEAD COPYWRITER, Auto Division

Progressive Communications Inc., Apopka, FL

COPYWRITER (promoted to MEDIA BUYER)

Belk Stores of Florida, Orlando, FL

TECHNICAL WRITER

Universal Plastics Corporation, Chicopee, MA

EDUCATION

- PROFESSIONAL EDUCATION (CEU) COURSE, Arlington, VA
Creative Leadership
- POTSDAM-CANTON HOSPITAL, Potsdam, NY
Internship: Community Relations Department
- CLARKSON UNIVERSITY, Potsdam, NY
Major: Technical Communications
Professional Concentration: Psychology
- SOCIETY FOR TECHNICAL COMMUNICATION, Potsdam, NY
Student Chapter Founder + President