

Kim Ledgerwood, Copywriter
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EXPERTISE

Creative professional with 14 years of experience and talent for developing and writing effective, results-oriented, award-winning creative for all media. Skilled at collaborating and concepting with art directors to develop strategic advertising campaigns. Adept at researching, quickly grasping, and identifying client's needs. Talented at discerning what is necessary for communications to produce desired results. Able to meet tight deadlines with energy and enthusiasm.

Web Content	Print Ads	Brochures	Product Names
Digital Media	Direct Mail	Theme Lines	Company Names
Radio & TV spots	Outdoor	Brand Identities	Collateral/Sales Materials

ACCOMPLISHMENTS AND AWARDS

- Concepted and wrote advertising and direct mail that launched Eastman Chemical Company's e-business—which, with 3 million hits per month, became the most visited site in the chemical industry.
- Developed and wrote advertising campaign for Gatlinburg Department of Tourism that generated ROI of \$3.48 for every dollar spent, leading to 23% increase in inquiries and 8% increase in its conversion rate—which, at 62%, was one of highest in tourism history.
- Wrote comprehensive marketing campaign materials for Tennessee Department of Economic and Community Development that increased inquiries from business leaders by more than 50% and garnered new investments in excess of \$6 billion.
- Developed new brand identity for Eastman Chemical Company's container plastics, as well as cohesive multi-media campaign that led to 21% increase in predisposition to view Eastman as supplier that provides innovative solutions.
- Conceived of and wrote print ad for a specialty plastic from Eastman Chemical Company that ultimately resulted in the placement of that product on a Space Shuttle.
- Earned countless awards in local and district level American Advertising Federation's ADDY Awards competitions.
- Awarded Certificate of Outstanding Creativity in Radio, Mobius International Awards.

SAMPLE CLIENTS

The Home Depot, Eastman Chemical Company, University of Tennessee, Bryn Mawr Health Systems, Lending Tree, Bowe, Bell and Howell, Gatlinburg Department of Tourism, McGhee-Tyson Airport, David B. Reath Plastic Surgery, Hartco Wood Flooring, Home Federal Bank, Tennessee Department of Economic & Community Development, Walden Kayaks, Haiku Handbags, Silver Spoon Restaurant, UltraGenda

PROFESSIONAL EXPERIENCE

The Right Word, Towson, MD
Owner/Copywriter
www.therightword.com

2002-present

- Apply professional talent and expertise to produce fresh, effective advertising materials for a variety of topics in all media including print advertising, collateral, e-books and web content.
- Partner with clients to develop concepts and copy that meet their specific needs and achieve results.
- Forge flexible, collaborative working relationships with clients.
- Skilled and experienced at working with both large and small organizations.

The Tombras Group, Knoxville, TN
Copywriter/Broadcast Producer

1996-2001

- Brainstormed, wrote and developed strategic, award-winning concepts and copy for all media.
- Interpreted and parlayed research results to create effective advertising campaigns.
- Collaborated with art and creative directors on campaign strategy and execution.
- Worked efficiently under tight deadlines and managed multiple projects simultaneously.
- Produced radio and television spots, and stayed on budget every time.
- Edited and proofread copy—everything from single page ads to 1000+ page books.
- Maintained client relations.

Knoxville News-Sentinel, Knoxville, TN
Intern, Marketing Department

Summer 1997

- Wrote advertisements, sales pieces and banner ads for both external clients and in-house projects including the annual Women's Expo and Auto Show.
- Assisted in the development of marketing pieces for in-house products and projects including the launch of the newspaper's ISP and several specialty web sites.
- Wrote and produced internal television and radio spots.
- Proofed and organized 500 page Annual Parents' Resource Guide.

SKILLS

Copyediting, Proofreading, PC & Macintosh Proficiency, Microsoft Office & Publisher, Adobe Acrobat, QuarkXpress, Macromedia Dreamweaver & Fireworks, Conversational French.

EDUCATION

M. S., 1998, Communications, University of Tennessee, Knoxville, TN

- Concentration in Advertising.
- Member, Kappa Tau Alpha Honor Society for Scholarship in Mass Communications.

B. A., 1995, Communications, University of North Carolina, Chapel Hill, NC.

- Dean's List, five semesters.
- Recipient, UNC University Trademark Scholarship for Outstanding Academic Achievement.