

# Pat McCarthy

## Senior Copywriter

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Profile	I love writing and still can't believe this is actually a job.
Experience	<p>Senior Copywriter, TBWA\Chiat\Day, NY – April 2016 - Nov. 2019 Worked on 360 campaigns mostly for Nissan vehicle launches including the Altima, KICKS, LEAF, and Versa. Projects included film, social, digital, radio, in-person activations, and on very stressful TWITCH live broadcast.</p> <p>Senior Copywriter, Critical Mass, Chicago – Aug 2014 - April 2016 Worked on social and digital campaigns for a variety of clients including Johnson's Baby, Bengay, Desitin, Nissan, Bertolli, Chicago Board of Exchange, and ExxonMobil.</p> <p>Copywriter, Envisionit Media, Chicago – Dec. 2012 - Aug 2014 Wrote website, email, and social copy for a variety of local and regional brands.</p> <p>Social Media Coordinator/Blog Editor, Word of Mouth Marketing Assc – May 2009 - May 2012 Wrote copy for every element of the nonprofit including website, email, social, and blogs. Additionally edited four blogs by sourcing contributors, developing content, and promoting to the readership.</p> <p>Paralegal, Jenner &amp; Block – Feb. 2007 - April 2009 I thought I wanted to be a lawyer. Oh boy, was I wrong.</p>
Education	<p>Chicago Portfolio School – Copywriting, 2012 Iowa State University - Political Science, 2006</p>
Skills	Developing brand voice. Multitasking. Growing ideas from kernels to cornstalks. Indulging my dog.