

# Leslie MacInnis

## Senior Copywriter | Content Creator

My career in traditional, shopper and digital advertising has cultivated award-winning work that succeeds above the line, online and in store. I excel at turning complicated subject matters into consumer-friendly stories that grab attention. I'm a pro at juggling multiple projects, meeting tight deadlines and consistently delivering authentic, memorable, relevant content.

### Areas of Emphasis

- Copywriting
- Creative Content Strategies
- Brand Awareness
- Shopper and Integrated Marketing
- Digital Content
- Social Media
- Advertising and Marketing Materials
- Client Relations
- Project Management
- Team Leadership

### Professional Experience

CenturyLink – Broomfield, Colorado  
**Senior Copywriter Global Marketing, 10/2018 to Present**

Responsible for B2B marketing of CenturyLink security, digital business, adaptive networking and IT agility. High level of technical knowledge required.

#### Selected Achievements:

**Successfully launched new global digital business campaign with print, web, infographics and social.**

**Created complete social campaign for Facebook, LinkedIn and Twitter.**

The Integer Group – Denver, Colorado  
**Senior Writer, 8/2011 to 1/2018**

As lead writer for multiple accounts at one of the country's largest shopper marketing agencies, developed engaging content to capture a shopper's attention at the moment of decision making.

*Clients: Johnson & Johnson, OneTouch (J&J Diabetes Supplies), Visa, Gillette, Kellogg's, P&G, Mars/Wrigley, Great West Financial Services, ACUVUE Brand Contact Lenses*

#### Selected Achievements:

**Created complete suite of shopper tools for global launch of ACUVUE OASYS 1-Day Brand Contact Lenses.**

**Developed successful brand promotions for national market of six different Kellogg's products.**

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Leslie MacInnis Creative – Denver, Colorado  
**Freelance Creative, 3/2005 to Present**

From concept to presentation, from presentation to production, my clients count on me for copywriting expertise in all media for traditional, shopper and digital advertising. I work on every kind of project, big and small, and am known for consistently over delivering.

*Clients: Maxar Technologies, Colorado Department of Health, Florida Hospitals, Mission Hospitals, Palmer House Hilton, Walt Disney World Resort, Rio del Mar Resort & Spa, The Biltmore Companies, Volvo Construction Equipment*

**Selected Achievements:**

**Authored 2007 and 2008 Community Report for Florida Hospital.**

**Preferred writer for Florida Hospital (13 campuses) and Mission Health Systems.**

Creative Alliance – Louisville, Kentucky  
**Senior Writer, 6/2010 to 8/2011**

Healthcare-heavy accounts that included consumer-facing concept and copy development for TV, radio, print, outdoor, web and social.

*Clients: Community Hospital Systems, Jewish Hospital, University of Louisville Hospital, YUM! Brands (KFC, Pizza Hut), Blio (eReader), Louisville Gas & Electric, Insight Business Communications, Kentucky Community & Technical College (16 campuses), Kentucky Humane Society, Louisville Metro Police Foundation*

**Selected Achievement:**

**Created consistent branding, tone and look for 164 community hospitals.**

**Additional Experience**

**Creative Director**, Cramer Krasselt, Orlando, Florida

**Senior Copywriter**, Walt Disney World Resort Advertising, Orlando, Florida

**Senior Copywriter**, J. Walter Thompson, San Francisco, California

**Educational Background**

**Bachelor of Science in Communications**, American University, Washington, DC

**Awards and Honors**

Clio  
New York Festivals  
Best of the West  
San Francisco Show  
Show South  
NCBA Creative Radio Awards  
Best of Show National Lottery Advertising  
Business Week Top Ten Ad Campaigns

Orlando Addy's  
Tampa Addy's  
San Francisco Addy's  
Southeast Regional Addy's  
National Addy's

Published in Adweek, Ad Age and Communication Arts