

Joel Reese

4120 N. Springfield Ave. ♦ Chicago, IL 60618 ♦ (773) 931-4948
www.joelcreese.com ♦ joel@joelcreese.com ♦ twitter.com/joelcreese

Accomplishments

- Wrote **2012 Webby Award-Winning** copy on Allstate.com — Best Insurance Site
- Wrote copy for brands including Coca-Cola, Harley-Davidson, Mitsubishi, LG, Maytag, Pep Boys, PNC, United Airlines, Toyota/Lexus, Whirlpool, and more
- Served as Editor of *Time Out Chicago* magazine, managed a staff of 50 employees
- Earned several awards over career, including **National Magazine Award** nomination
- Writing appeared in publications, including *The Best American Sports Writing*, *The Mobil Travel Guide*, *Spin*, *Details*, **Zagat.com**, **Playboy.com**, **Deadspin**, and **Mediaite**
- Conceptualized start-up site WeSeed.com from inception to site that eventually garnered more than **1.2 million page views** per month

Work Experience

November 2013 – Current **Freelance Copywriter/Strategist** Chicago, IL

- Working in strategy and content for VSA Partners, Chicago marketing and ad agency
- Helped concept new website for Enlivant.com, national assisted-living chain. Worked closely with stakeholders, designers, and project managers to create site that matches brand voice and direction. Oversaw content for entire site.
- Wrote articles for Chicago magazine, Time Out Chicago, Zagat.com, and more

February 2013 – November 2013 **iCrossing** Chicago, IL

Associate Creative Director

- Concepted brand direction and wrote copy for Coca-Cola, LG, Mitsubishi, Bridgestone, and several other international brands
- Concepted, wrote, and directed direct email campaign for Pep Boys customer base
- Helped develop national campaign for PNC Bank

February 2011 – January 2013 **Acquity Group** Chicago, IL

Senior Copywriter

- Wrote copy for Allstate.com, helped concept games and wrote content for **Webby Award-winning** Teen Driver Program
- Participated in stages of website development including creative concepting, brand direction, wireframe annotations, content hierarchy, and stakeholder/SME interviews
- Wrote content for Allstate, Argo Tea, Avery-Dennison, MSA, Toyota/Lexus, and more
- Content included long-form articles and general site copy (Allstate), ad copy (Argo Tea), technical copy (Avery-Dennison, MSA), and leasing information (Toyota/Lexus)

July 2010 – December 2010 **Arc Worldwide** Chicago, IL

Freelance Copywriter/Content Strategist

- Developed content strategy and wrote copy for United Airlines, Maytag, and Whirlpool

March 2010 – July 2010 **VSA Partners** Chicago, IL

Freelance Copywriter

- Wrote copy for Harley-Davidson “Big Book” and prestigious CVO catalog

March 2010 – December 2010 **Cubs Fan Report** Chicago, IL

Editor-in-Chief

- Wrote, edited, and leveraged content of website and daily email about Chicago Cubs

2008 – 2010 **WeSeed.com** Chicago, IL

Managing Editor

- Conceptualized site features, concepts, and design
- Created and edited content to drive traffic, which reached **1.2 million page views** per month

1995 – 2008 **Freelance Writer** Chicago, IL

- “Down and Out,” story of former Dallas Cowboy Golden Richards, published in December 1995 issue of *Texas Monthly* and reprinted in *The Best American Sports Writing of 1996*
- Articles published in *The Best American Sports Writing*, *The Mobil Travel Guide*, *Spin*, *Details*, *Texas Monthly*, *Chicago, Unlimited*, *CS*, *Montanan*, *Michigan Avenue*, *Go*, *Vital*, *Field-Tested Books*, *Zagat.com*, *Playboy.com*, *Deadspin*, *Mediaite*, and *Chicagoist*

2004 – 2007 *Time Out Chicago* magazine Chicago, IL

Editor/Features Editor/Senior Editor

- Rose from one of three senior editors to features editor to editor
- Received 2007 **National Magazine Award** nomination for Dive Bars issue, July 19–25, 2007
- Managed a staff of 50 employees
- Increased web traffic by 77 percent

1997 – 2004 *Daily Herald* newspaper Arlington Heights, IL

Features Writer

- Wrote award-winning feature articles, front-page news stories, and movie and concert reviews

1994 – 1996 *Point Reyes Light* newspaper Point Reyes Station, CA

Reporter, Photographer, Web Editor

- Wrote award-winning stories and took photographs for Pulitzer Prize-winning weekly newspaper. Developed and maintained paper’s website.

1993 – 1994 *Missoula Independent* newspaper Missoula, MT

Assistant Features Editor, Reporter

- Wrote and edited news and sports stories, features articles, and movie and concert reviews. Maintained paper’s events calendar while a full-time graduate student.

Honors

- 2012 **Webby Award** for Best Insurance Site, Allstate.com
- 2007 **National Magazine Award** finalist for *Time Out Chicago*’s Dive Bar issue, July 19–25, 2007
- Won 2004 **Peter Lisagor Award** for Public Service for *Daily Herald*’s Suburban Mosaic, a series on issues facing ethnic groups within Chicago’s suburbs. Series also won the **National Community Leadership Award** from the Inland Press Association.
- Won first place in 2003 **Illinois AP Enterprise Reporting** category as one of lead writers in *Daily Herald* series on 1993 Palatine Brown’s Chicken murders, “44 Minutes in January”
- Won **Best Spot News Coverage by Weekly Newspaper** by California Press Association for “Wildfire,” lead story of major forest fire in October 5, 1995, *Point Reyes Light*

Education

- Master of Arts, School of Journalism (1994) — **University of Montana**; Missoula, Montana
- Fiction Writing program (1989) — **Bennington College**; Bennington, Vermont
- Bachelor of Arts, English (1989) — **Lawrence University**; Appleton, Wisconsin