

Joel Reese

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Accomplishments

- Write monthly feature and appear in video series for *Chicago magazine*
- 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, Humana, 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*, *Spin*, *Details*, *Forbes*, *The Mobil Travel Guide*, *Zagat*, *Playboy.com*, *Deadspin*, and *Mediaite*
- Conceptualized start-up WeSeed.com from inception to site that eventually garnered more than **1.2 million page views** per month

Work Experience

June 2016 – Current **Editorial content manager**

Spencer Stuart Chicago, IL

- Write content, conceptualize articles, and oversee editorial direction for Spencer Stuart, international executive placement firm. Work closely with consultants, interview high-level executives, and align content with design for top C-level recruiting company.

Nov 2013 – June 2016 **Senior copywriter**

Humana Chicago, IL

- Wrote and strategized for Fortune 500 insurance company Humana, creating long-form content, video scripts, UX copy, and more.

Feb 2013 – Nov 2013 **Associate creative director**

iCrossing Chicago, IL

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

Feb 2011 – Jan 2013 **Senior copywriter**

Acquity Group Chicago, IL

- 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

July 2010 – Dec 2010 **Freelance copywriter/content strategist**

Arc Worldwide Chicago, IL

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

Mar 2010 – July 2010 **Freelance copywriter**

VSA Partners Chicago, IL

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

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

- Conceptualized site features, concepts, and design for popular stock market–education site
- Created and edited content to drive traffic, which reached **1.2 million page views** per month

2004 – 2007 Editor/features editor/senior editor**Time Out Chicago** magazine Chicago, IL

- Rose from one of three senior editors to features editor to Editor
- Managed a staff of 50 employees
- Increased web traffic by 77 percent

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

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

1994 – 1996 Reporter/photographer/web editor**Point Reyes Light** newspaper Point Reyes Station, CA

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

1993 – 1994 Reporter/assistant features editor**Missoula Independent** newspaper Missoula, MT

- Wrote and edited news and sports stories, features articles, and movie and concert reviews. Was paper’s primary reporter while a full-time graduate student.

1995 – current 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*, *Deadspin*, *The Mobil Travel Guide*, *Spin*, *Details*, *Texas Monthly*, *Baseball Prospectus*, *Chicago*, *CS*, *Men’s Book*, *Montanan*, *Michigan Avenue*, *Go*, *Vital*, *Field-Tested Books*, *Drive Performance*, *Zagat.com*, *Playboy.com*, and *Mediaite*

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