

Joel Reese

4120 N. Springfield Ave. Chicago, IL 60618 (773) 931-4948
joelcreese.com ♦ joelcreese@gmail.com

Accomplishments

- Wrote speeches for **President Barack Obama** and his senior advisor **Valerie Jarrett**, Illinois Governor **JB Pritzker**, Chicago Google leader **Karen Sauder**, as well as C-level leaders in health care, real estate, higher education, land use, nonprofit work, and more
- Received **National Magazine Award** nomination as Editor of *Time Out Chicago*
- Penned **Webby Award–Winning** copy for Best Insurance Site, Allstate.com
- Worked with for Coca-Cola, Harley-Davidson, Humana, Mitsubishi, LG, Maytag, Pep Boys, PNC, United Airlines, Toyota/Lexus, Whirlpool, and more
- Work has appeared in *The Best American Sports Writing*, *Spin*, *Details*, *Huffington Post*, *Chicago Tribune*, *Deadspin*, *Mediaite*, and more

Work Experience

April 2019 – December 2022 **Director of Content**

Kivvit Chicago, IL

- Oversaw editorial direction of firm, directed new business efforts, drafted client content (op-eds, web copy, speeches, newsletters, & more). Published in *Boston Globe*, *St. Louis Post-Dispatch*, *Chicago Tribune*, *Crain's Chicago Business*, & more.

June 2016 – March 2019 **Editorial Content Manager**

Spencer Stuart Chicago, IL

- Developed content, helped direct editorial for international executive placement firm

Nov 2013 – June 2016 **Senior Copywriter**

Humana Chicago, IL

- Wrote and strategized for Fortune 500 insurance company, created long-form content, video scripts, and web copy

Feb 2013 – Nov 2013 **Associate Creative Director**

iCrossing Chicago, IL

- Concepted brand direction and wrote copy for Coca-Cola, LG, Mitsubishi, and Bridgestone. 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 website development: creative concepting, brand direction, wireframe annotations, content hierarchy, and stakeholder interviews
- Wrote content for Allstate, Argo Tea, Avery-Dennison, and Toyota/Lexus

July 2010 – Dec 2010 **Freelance Copywriter/Content Strategist**

Arc Worldwide Chicago, IL

- 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

2018 – 2010 Managing Editor

WeSeed Chicago, IL

- Conceptualized site features and concepts, for stock market–education site that reached **1.2 million pageviews** per month

2004 – 2007 Editor/Features Editor/Senior Editor

Time Out Chicago magazine Chicago, IL

- **National Magazine Award** finalist, managed staff of 50 employees

1997 – 2004 Features Writer

Daily Herald newspaper Arlington Heights, IL

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

1994 – 1996 Reporter/Photographer/Digital Editor

Point Reyes Light newspaper Point Reyes Station, CA

- Wrote and took photographs for Pulitzer Prize–winning newspaper

1993 – 1994 Reporter/assistant features editor

Missoula Independent newspaper Missoula, MT

- Wrote news and features articles, and movie and concert reviews

Honors

- 2012 **Webby Award** for Best Insurance Site, Allstate.com
- 2007 **National Magazine Award** finalist for *Time Out Chicago*’s Dive Bar issue
- 2004 **Peter Lisagor Award** for *Daily Herald*’s Suburban Mosaic, a series on issues facing ethnic groups within Chicago’s suburbs.
- 2003 **Illinois AP Enterprise Reporting** as one of lead writers in *Daily Herald* series on 1993 Palatine Brown’s Chicken murders, “44 Minutes in January”
- 1996 **Best Spot News Coverage** by California Press Association for “Wildfire,” lead story of major forest fire in October 5, 1995, *Point Reyes Light*

Education

- Master of Arts, Journalism — **University of Montana**
- Bachelor of Arts, English — **Lawrence University**