

Joel Reese

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Accomplishments

- Wrote speeches for **President Barack Obama**, White House advisor **Valerie Jarrett**, 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 on accounts including **Coca-Cola, Google, Harley-Davidson, Humana, LG, Maytag, Mitsubishi, Pep Boys, PNC, Toyota/Lexus, Whirlpool**, and more
- Writing has appeared in **The Best American Sports Writing, Spin, Details, Huffington Post, Texas Monthly, Chicago Tribune, Chicago Sun-Times, The Boston Globe, Deadspin, Mediaite, Mobil Travel Guide**, and more

Work Experience

Current

Freelance writer

- Crafting speeches, op-eds, newsletters, web copy, and long-form journalism

April 2019 – December 2022

Director of Content

Kivvit Chicago

- Oversaw editorial direction, managed new business efforts, drafted client content (op-eds, web copy, speeches, newsletters, and more)

June 2016 – March 2019

Editorial Content Manager

Spencer Stuart Chicago

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

Nov 2013 – June 2016

Senior Copywriter

Humana Chicago

- Created long-form content, video scripts, and web copy for Fortune 50 company

Feb 2013 – Nov 2013

Associate Creative Director

iCrossing Chicago

- 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

- Wrote content for Allstate's **Webby Award-winning** Teen Driver Program
- Participated in website development, creative concepting, brand direction, wireframe annotations, content hierarchy, and stakeholder interviews
- Drafted content for Allstate, Argo Tea, Avery-Dennison, and Toyota/Lexus

July 2010 – Dec 2010
Arc Worldwide Chicago

Freelance Copywriter/Content Strategist

- Wrote copy for United Airlines, Maytag, and Whirlpool

Mar 2010 – July 2010
VSA Partners Chicago

Freelance Copywriter

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

2018 – 2010
WeSeed Chicago

Managing Editor

- Conceptualized site features and concepts for stock market–education website

2004 – 2007
Time Out Chicago magazine

Editor/Features Editor/Senior Editor

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

Honors

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

Education

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