

Terri Falvey

www.terrifalvey.com

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PROFILE:

Self-motivated and talented copywriter/graphic designer with strong ideation and concepting skills. My strengths often lie in the formation of the big idea. I am an organized and extremely creative individual, always looking for the most interesting and dynamic ways in which to impact a project. As a quick-witted multi-tasker with strong attention to detail, I am very fast to pick up on and master new skill sets. I prove well versed in public speaking and presentation...and I'm pretty darn funny to boot.

ACHIEVEMENTS:

- Won first place in Wilson Sporting Goods design competition; 2 designs were selected among several entries to be sent to development and sold under the Wilson brand name on the mass market. The competition involved the pitch and presentation of each design to a board of Wilson designers/directors as well as their national marketing team - 2006
- Received "Certificate of Excellence" for work submitted in the HCD First Year Showcase – 2007
- Voted "Best in Show" for work submitted in the HCD Showcase – 2008
- Harrington College of Design Dean's List - all semesters in attendance
- Won "Best in Category" in political t-shirt design competition, judged by a panel of Chicago design professionals - 2007
- Student member of AIGA – 2006-2010

EXPERIENCE:

iCrossing

Senior Interactive Copywriter

**Chicago, IL
2011-Present**

- Clients include Carlisle Wide Plank Floors, New York Times, Ashley Furniture, Bermuda, GMAC/Ally Bank, PepBoys, Stride Rite, TXU Energy, TransUnion
- Tasked with composing a copywriting guidebook to be distributed and used as a reference by all employees across the company, on all platforms
- Work alongside project managers, account managers, artistic directors and creative directors within various elements of interactive advertising, including pitches, website development, banner ads and landing pages
- Collaborate with other designers, writers and engineers to bring projects to fruition
- Mostly act as the lead copywriter on major projects and supporting copywriting on others

iCrossing

Interactive Copywriter/Designer

**Chicago, IL
2008-2011**

- Clients included Vail Resorts, Hilton Worldwide, Bermuda, Sears, GMAC/Ally Bank, Insurance.com, Stride Rite, Bank of America, NYU Wagner, Symantec, TXU Energy
- Split and self-managed my time in each discipline
- Worked alongside project managers, account managers, artistic directors and creative directors within various elements of interactive advertising, including pitches, website design/updates, website launches, image preparation, banner ads and landing pages
- Collaborated with other designers, writers and engineers to bring projects to fruition
- Frequently acted as the lead copywriter on several projects and supporting copywriting on many others
- Frequently acted as the lead designer on several projects

Element 79

Interactive Designer/Copywriter

**Chicago, IL
2007-2008**

- Clients included Celebrity Cruises, Quaker Oats, Gatorade, Tostitos, Mrs. Dash
- Worked alongside project managers, account managers, artistic directors and creative directors within various elements of interactive Advertising Design including pitches, website updates, website launches, image preparation, banner ads and landing pages
- Collaborated with other writers, designers and engineers to bring projects to fruition
- Acted as the lead designer on some projects
- Took on copywriting responsibilities for some elements of celebritycruises.com

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Coldwell Banker Residential Brokerage Marketing Coordinator

***Evanston, IL
2004-2006***

- Spearheaded the development of internal marketing department within branch office; implemented marketing process/procedure related to design and print production; devised training materials for corporate distribution; trained staff accordingly
- Managed the conceptual design, production and assembly of marketing materials for approximately 226 properties listed; ensured tailored marketing to embrace identity of property while serving as brand ambassador to maintain Coldwell Banker presence in these and all other communication mediums including web and advertising
- Supported individual marketing efforts of 90 agents by maintaining related web content of profiles and announcements
- Oversaw all digital photography; point of contact for creative use of photos within marketing and websites (coldwellbanker.com and realtor.com)

Onsite Photographic Director of Photography

***Chicago, IL
2001-2003***

- Headed sales, marketing and photography of high volume accounts including the Chicago Bears/Cubs Conventions, Balmoral/Maywood Park racetracks and Navy Pier
- Developed relationships and maintained contact with clientele; was responsible for tailoring photography products to meet their specific marketing and branding needs
- Managed general administration and accounting
- Responsible for coordinating vendors and contracted help

EDUCATION:

- Harrington College of Design; Chicago, IL: BFA Graphic Design (2010)
- Millikin University; Decatur, IL: BFA Theatre (Cum Laude) (2000)
- Second City Training Program; Chicago, IL: Comedy Writing Part 1 (2011)

RELATED SKILLS:

- Adobe CS5 (Mac platform) – Illustrator, Photoshop, InDesign and a basic knowledge of Adobe Flash
- Proficient in MS Office software