

emily thornton calvo

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the BIG picture...

Emily Calvo is a freelance creative director/copywriter whose clients include design firms, advertising agencies, corporations, publishers and non-profit organizations. With nearly 20 years in a variety of organizations, Calvo is experienced in creating strategic advertising campaigns, direct mail, Web sites and collateral. Previously, she was creative supervisor on the Target stores account at Frankel, one of the nation's top brand marketing firms. Prior to joining Frankel, she was a copywriter with SPM Marketing & Communications, where she created award-winning work for healthcare organizations across the country. Recognition came in the form of Healthcare Advertising Merit Awards and Platinum Awards from the Illinois Society of Healthcare Marketing & Public Relations. On the account side, Calvo was a senior copywriter at Bell & Howell, a document management technology company, where she was chosen Employee of the Year for her marketing know-how and developed everything from software documentation manuals to collateral to advertising. Calvo began her copywriting career at Rand McNally, where she wrote travel guides.

A published author, Calvo and her co-author's first book, *How to Succeed in Advertising When All You Have Is Talent* (NTC Publishing, 1994) features interviews with 13 of the country's top advertising creatives and was used in numerous universities. Loyola University and the University of Illinois are a few of the places where Calvo has lectured on marketing communications. Her second book, *25 Words or Less...How to Write Like a Pro to Find That Special Someone Through Personal Ads* (NTC/Contemporary Books, 1998), applies the principles of advertising to help single people use the personals more effectively. More than 100 personal ad users were interviewed. The book earned considerable media attention, which led to additional radio and television appearances. With this expertise, she has been an ongoing contributor to Allexperts.com. Other titles include *First Comes Love*, and gift books such as *Thought-A-Day Mothers*, *Thought-A-Day Daughters* and *Scooby-Doo Look & Find* (Publications International, Ltd.).

As a poet, Calvo's work has appeared in the *Oyez Review* (Roosevelt University Press), *Colere'* (Coe College, Cedar Rapids, IA), *After Hours* and *Hammers* (Doublestar). In 2006, she was a semi-finalist in the Gwendolyn Brooks Poetry Contest. She has performed her work in numerous schools, poetry festivals and events. In 1999 and 2003, her poetic interests and marketing expertise won her the pro bono position of marketing/public relations director for the National Poetry Slam Championship, a national competition between more than 350 poets from more than 60 cities, which was held in Chicago. The events attracted local as well as national media attention from *60 Minutes* and *The New York Times*. She also spent three years as a poet-in residence at the Young Women's Leadership Charter School in Chicago through an outreach program sponsored by The Poetry Center of Chicago. She is currently a founding member and board secretary of Chicago Slam Works, a non-profit 501-C3 organization that promotes and produces literary events.

Calvo has a BA in Industrial Psychology from Mundelein College of Loyola University in Chicago—which she uses every day.