

# emily thornton calvo

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## what she's after...

Strategic marketing projects that demand highly creative, organizational and personal skills.

## what she does best...

- Offers substantial experience marketing healthcare and technical products and services
- Communicates and builds relationships with diverse people
- Conjures up the unexpected as well as the tried-and-true
- Thinks visually *and* verbally
- Makes even difficult situations fun
- Provides a fast turnaround
- Knows healthcare, the arts and technology inside-out.

## where she's been...

### Freelance Creative Director/Copywriter & Consultant • Self-employed, Chicago, IL • March 1999 to Present

- Manage and create strategic marketing programs that include collateral, advertising, direct mail, promotions, newsletters and web sites for a variety of marketing firms, corporations and non-profit organizations
- Manage public relations from releases to media relations
- Hire and supervise staff as needed
- Conduct client presentations and manage budgets
- Won awards for Rush-Copley Medical Center ad campaigns.

### Director, Marketing & Public Relations • National Poetry Slam Championship, Chicago • Aug 1999 & Aug 2003

- Responsible for planning and implementing program that included advertising, public relations, promotions for non-profit, five-day international poetry competition
- With minimal budget and a staff of 14 volunteers achieved full capacity at six local venues
- Achieved placement of stories in the *Washington Post*, *New York Times*, and on *60 Minutes* and NPR. Local print and broadcast media included *Chicago Tribune*, *Chicago Reader*, *Chicago Sun-Times*, Q101, WTTW, WGN-TV and WLS-TV.

### Creative Supervisor • Frankel, Chicago, IL • Dec 1997 to Mar 1999

- Managed creative strategic marketing projects that included POP, sweepstakes, outdoor advertising and product for Target Stores
- Hired and supervised staff of art directors and copywriters
- Created seasonal and vendor-sponsored promotions with Disney™, DreamWorks™ and Mattel™ products.

### Copywriter • Storandt Pann Margolis & Partners, Western Springs, IL • May 1993 to Dec 1997

- Created print and broadcast advertising, promotions, web sites, direct mail, videos and collateral from concept development through production for healthcare, business-to-business and consumer clients
- Won 1996 Healthcare Advertising Merit Awards for Saint Thomas Hospital (Tennessee) and Port Huron Hospital (Michigan) campaigns.

### Senior Copywriter • Bell & Howell/Document Management Products Co., Lincolnwood, IL • Nov 1989 to May 1993

- Created all collateral, advertising, direct mail, newsletters, case studies, press releases, catalogs, manuals and special event promotions from concept through design for computer/imaging equipment manufacturer
- Created name and collateral for fastest selling product in the history of the division
- Wrote and produced stage presentation and created accompanying promotional materials for the industry's largest international trade show
- Created two direct mail campaigns that surpassed projected response rates by 15 percent
- 1991 Employee of the Year.

## additional accomplishments

- Co-authored *How to Succeed in Advertising When All You Have is Talent* (NTC Publishing 1994) and *25 Words or Less* (Contemporary Books 1996)
- Three years as marketing manager/writer with Savlin/Petertil, a graphic design firm in Evanston, IL; one year as a freelance copywriter with Rand McNally.

## what she's learned...

- Industrial Psychology, BA, Mundelein College of Loyola University, Chicago, IL
- Proficient in Microsoft Word, QuarkExpress, InDesign and assorted web browsers. Working knowledge of Illustrator, Photoshop, Microsoft Excel and PowerPoint.

## awards

- Healthcare Advertising Merit Award
- E-Health Leadership Award for Best Interactive Site
- HealthLeaders Media

## affiliations

- Chicago Slam Works, Board member, Secretary
- Chicago Sister Cities International, Paris Committee
- Society of Midland Authors