

Heather Robertson

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Places that have paid me

Leo Burnett | Arc Worldwide

Senior Copywriter

Chicago, IL // 2017-Current

- Concept, write and lead shopper marketing and field programs for Molson Coors brands
- Assist with pitches and key projects for other agency clients as needed
- Manage junior creatives
- Serve on the board and help run social media for employee resource group WomanKind

Jacobson/Rost

Copywriter

Chicago, IL // 2016-2017

- Juggled a roster of clients and variety of projects across social, print, web, video and shopper marketing
- Clients included: MillerCoors, Chamberlain College of Nursing, Potbelly, Johnson Controls, T6 Health Systems

Harman Atchison Research Group

Marketing Research Analyst

Mission, KS // 2003-2014

- Wrote surveys and translated stacks of data into actionable insights for national restaurant and financial services companies

Finance Gets Personal

Personal Finance Blogger

2008-2010 (Site discontinued)

- Anonymously blogged my way out of debt during a global recession while receiving accolades and national media coverage I couldn't humblebrag about

Expansion Communications

Public Relations Contractor

Kansas City, MO // 2002 -2003

- Did a lot of writing between trips to the post office

Places I've paid

Chicago Portfolio School

Copywriting // 2015

Kansas City Art Institute

Graphic Design Certificate

University of Missouri

Bachelor of Journalism in Advertising, Sociology Minor

Places I promise I haven't bribed

Communication Arts

Student Showcase // 2016

Chicago Advertising Federation

Silver and Bronze Student ADDYs // 2016

Young Glory

Round 2 Student Finalist // 2015

Skills that pay the bills

- Going beyond the brief to uncover new insights and opportunities
- Creating big ideas from small observations
- Writing like a real person
- Proofing like a copy editor
- Being willing to ask "stupid" questions
- Attending to details and deadlines
- Mentoring junior creatives
- Keeping up with culture
- Microsoft Office, Adobe Creative Suite, Teams, Slack, Google Docs and even fax machines

Spare change

- Tendency to use my right and left brain equally, according to a recent and no doubt highly-reliable online quiz