

Miki Turner

Copywriter

Portfolio heymikiyouresofine.com

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Bus delays. Sardines on subways. A game of frogger against city traffic. Your average Chicago commute, and yet here I am thinking, is that pigeon wondering if he'll ever see his mother again? My whole life, I've created elaborate stories about arbitrary things that never really amounted to much. Now it's my job to think like this. I'd say that's pretty cool.

Experience

Mar 2018 - Present **Senior Copywriter**

Laughlin Constable

- Accounts: Yuengling Lager. Yuengling Golden Pilsner. World Finance. Jewelers Mutual. Acuity Insurance. Northwestern Medicine. Fleet Farm. Wisconsin Department of Tourism. New Business.
- Oversee junior writers and interns. Work alongside creative directors to concept fully integrated campaigns across agency accounts. Concept for and attend new business pitches. Lead writer on Yuengling account.

Mar 2017 - **Copywriter**

Mar 2018

Laughlin Constable

- Accounts: Yuengling Lager. EcoTools. Acuity. Northwestern Medicine. New Business.
- New business go-to. Lead writer on Yuengling and EcoTools accounts. Blog and social writer for Northwestern Medicine.

Jul 2016 - **Copywriter**

Mar 2017

Arnold Worldwide

- Accounts: Progressive Insurance. PUR. Sutter Health. Carnival Cruise Lines.
- Work on all things Progressive, including 4 rounds of TV/year, digital, social, experiential and radio. Created award winning website for PUR from the ground up.

Mar 2015 - **Junior Copywriter**

Jun 2016

Arnold Worldwide

- Accounts: Progressive Insurance. SolarCity. National Association of Realtors. PUR.
- Thrown into the fire that is advertising. Became social guru. Learned production/post-production duties.

Sep 2014 **Copywriter Intern**

-Mar 2015

Arnold Worldwide

- Accounts: Progressive Insurance. The Boston Ad Club.

Prove competence.

Education

Sep 2010

University of Illinois, *Urbana-Champaign*

-Dec 2013

B.A. in Advertising.

1 of 15 accepted into competitive Creative Concepts courses.

Awards

50 Under 30 Outstanding Women in Creative – The Drum, 2018

Silver Effie – SolarCity's "At Home with Ra" Campaign

Silver EPICA – PUR "Know Your Water" Website

Bronze New Yorks Festivals International Advertising Awards – PUR "Know Your Water" Website