

# TRAER SCHON

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## WORK EXPERIENCE

### Walker Sands | Chicago, IL

#### Associate Creative Director (Jul. '24–Present)

- Ideated, executed and led outcome-driven B2B creative work across industries, channels and objectives, including awareness, lead generation and ABM campaigns
- Contributed strategy and spec creative to sales pitches, helping land the department's first three \$1M+ accounts and its first Fortune 500 brand
- Collaborated with designers, strategists and clients to develop brand names, messaging pillars and style guidelines for international B2B brands
- Managed and developed a team of junior copywriters, both remotely and in person

#### Senior Copywriter (Mar. '22–Jul '24)

- Worked with creatives across disciplines to concept campaigns and verbal identity systems
- Concepted and executed the agency's first global integrated campaign, including on-set production support, international OOH placements and cross-funnel copy assets
- Hired, managed and edited the work of interns and junior-level creatives, including the department's first external hire and a copywriter joining through acquisition

#### Copywriter (Feb. '21–Mar. '22)

- Brainstormed, concepted and pitched creative campaigns for global B2B tech brands
- Helped grow a nascent, three-person Campaigns department to over 1.4 million in revenue in its first year, 193% of target
- Collaborated with a team to execute campaigns across social, digital, video, print and OOH

#### Content/Senior Content Specialist (Oct. '18–Feb. '21)

- Wrote web content using SEO analysis to elevate client SERP rankings for targeted keywords
- Strategized by channel to exceed social media engagement and lead-generation goals
- Researched and wrote long- and short-form digital content assets for B2B tech clients

### bluespace creative | Denison, IA

#### Copywriter (Oct. '17–Oct. '18)

### billboard magazine | Freelance

#### Freelance Writer (Apr. –Jul. '17)

- Pitched and reported short-form stories for Billboard's inaugural "30 Days of Pride" project

## EDUCATION

### Iowa State University

B.S. Journalism and Mass Communication (*Summa Cum Laude, with honors*)

- GPA: 3.97, Spanish minor, "Cy" Mascot Squad Member

## SKILLS SUMMARY

- Copywriting, editing and AP style
- Humor and entertainment writing
- Integrated campaign ideation and execution
- Creative management and development

## AWARDS & ACHIEVEMENTS

- 15<sup>th</sup> Annual Shorty Awards Silver Honor
- 2021 Hermes Creative Platinum Award
- "Best of Chicago" nominated playwright
- iO Improv Training Program graduate