

TRAER SCHON

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WORK EXPERIENCE

Walker Sands | Chicago, IL

Associate Creative Director (Jul. '24–Apr. '26)

- Ideated, executed, led and pitched strategy-driven creative campaigns across industries, channels and objectives, including awareness, lead generation and ABM tactics
- Sharpened storytelling for global B2B brands through naming, messaging frameworks and style guidelines, working in collaboration with designers, strategists and account teams
- Contributed strategy and creative to sales pitches, helping land the department's first three \$1M+ accounts and its first Fortune 500 brand
- Edited, managed and developed a team of junior creatives, both remotely and in person

Senior Copywriter (Mar. '22–Jul '24)

- Worked with multi-disciplinary creatives to concept campaigns and verbal identity systems for B2B tech clients across industries, including healthcare, professional services, IT and more
- 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, email and OOH

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

- Wrote web content using UX principles and SEO data to elevate client SERP rankings
- 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)

Iowa State University

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

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

EDUCATION

SKILLS SUMMARY

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

AWARDS & ACHIEVEMENTS

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