

TRAER SCHON

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WORK EXPERIENCE

Walker Sands | Chicago, IL

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

- Concepted, pitched, and led creative direction of campaigns for global tech brands across channels and objectives, including awareness, lead-generation and social-native tactics
- Sharpened brands' storytelling through naming, messaging frameworks, voice/tone guidelines and in-market creative, collaborating with designers, strategists and client teams
- Elevated sales pitches with strategy and spec creative, helping land the department's first three \$1M+ accounts and its first Fortune 500 brand
- Edited, managed and developed a team of junior copywriters, both remotely and in person

Senior Copywriter (Mar. '22–Jul '24)

- Led concepting for campaigns, verbal identity systems and social media creative, serving as copy lead for clients across specialized B2B industries
- Concepted and executed the agency's first global integrated campaign, including script writing, on-set production support, social content, international OOH and cross-funnel assets
- Grew the Campaigns group to 16+ by hiring, managing and editing the work of junior creatives

Copywriter (Feb. '21–Mar. '22)

- Brainstormed, concepted and executed 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
- Developed campaign copy across organic/paid social, web, video, email, experiential and OOH
- Pioneered an executive social media program, sharpening CEOs' brands through persona development and content creation

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

- Wrote long- and short-form digital content assets, including bylines, blogs and data reports
- Crafted 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

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

AWARDS & ACHIEVEMENTS

- 15th Annual Shorty Awards Silver Honor
- Work recognized in Adweek
- Chicago Reader-recommended playwright
- iO and Annoyance Theatre improv graduate