

L A U R A S T I G L E R

Shebang! CREATIVE CONTENT-2-CONSULTING

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Who I Am (professionally speaking):

Freelance writer and consultant, specializing in advertising, marketing and communications for Consumer, Business-To-Business, Retail, Recruitment and Not-for-Profit markets.

What I Consider To Be My Strengths:

TV, Radio, Print, Web Content, Blogs, Social Media, e-marketing, Direct Mail, Brochures, Videos, Branding, Strategy, Promotions, Trade, Press Releases, Newsletters, Articles, Case Studies, Concepting, Name Generation, Lyrics/Jingles, Catalogs, PowerPoint presentations

General Product And Service Categories I've Actually Had Fun With:

Airlines, Automotive, Beverages/Liquor, Collectibles, Corporate Image, Cosmetics, Fragrances, Education, Energy, Fashion, Financial, Food, Food Service, Gaming, Grocery/Convenience, Home Improvement, Health Care, Hospitality, Industrial (everything from printing presses to cable tie doo-dads), Insurance, Kid Stuff, Law, Media, Performing Arts, Personal Care, Pharmaceutical, Pet Foods, Public Service, Real Estate, Recruitment, Religious, Restaurants/ Fast Food, Retail, Self-Improvement, Self-Defense, Sporting Goods, Stationery/Accessories, Technical, Telecommunications, Tobacco, Transportation, Utilities.

A Sampling of Accounts I've Worked On, from Start-Ups to Fortune 100's:

Quaker Oats Co., Kraft, Northwestern Mutual Life, Sunsilk Haircare, Energizer, S.C. Johnson, Buick Dealerships, Xerox, Qualcomm, Radio Flyer, Old Style Beer, Wright College, Empress Casino, Kimberly-Clark, Del Webb Communities, Florsheim Shoes, ConData Logistic Services, Leaders Bank, Lee Jeans, White Hen Pantry, Benchmark Doors, Hyatt Hotels, Kibbles 'n Bits, Nordenia Packaging, H&R Block, Anderson Elevators, AstraZeneca, Maui Jim Sunglasses, ConocoPhillips, Eli Lilly, Schneider National Carriers, V-Tech Smart Toys, Chicago Sun-Times, Burger King, Illinois State Bar Assn., Apex Self-Defense Training Academy, Saint Anthony's Health Center...but enough already. You get the idea. Complete list available on request.

Agencies I've Worked For...

Full Time: 12 years @ J. Walter Thompson/Chicago as Vice President / Creative Dir.

The Rest of the Time: Dozens. Complete client list available on request.

Elevator Speech:

Hits the ground running. Even in stilettos. Can shake gobs of information down to the most salient points, then convert them into award-winning communications that will grab and sell. Makes even the most tech-y subjects comprehensible and entertaining.

(Wait, there's more...)

NEW BUSINESS ACQUISITIONS

As Creative Director at JWT/Chicago:

Won \$35 MM in Quaker Snack and Pet Food business and contributed to 7-Eleven win.

As a Freelancer:

- For TMP Worldwide, created and wrote campaigns that won: Chicago Bridge & Iron Co., Ryder
- For Hult Fritz Matuszak: Created and wrote campaigns that won Energizer Sporting Goods, Mercy Medical Center, PrairieCare Alliance, Wheaton Franciscan Healthcare. Contributed to the acquiring of Peoria International Airport.
- For J. Walter Thompson Specialized Communications, created and wrote the campaigns that won recruitment divisions of: Discover Financial Services, Siemens, Rockwell Automation, Cleveland Clinic, Exelon, Philip Morris U.S.A. and Xerox Corp. (Xerox was so pleased with the campaign, they've taken it global. It's been a huge success, increasing recruit response by 1700%.)
- For Jordan Tamraz Caruso, wrote creative that helped win the Chicago Sun-Times and Empress Casino.
- For TFA Communications, created and wrote the campaigns (including strategies) that nabbed the \$5MM Convenient Food Mart.
- For Mad Dog Marketing, wrote dm, billboards that won Hawthorne Race Course.
- For Sterling Marketing Group, wrote print campaign that clinched acquisition of Komori Corp; a dm campaign that won Anderson Elevator Co.; and a dm campaign that expanded their business with an existing client, APT Digital.

AWARDS

- Won TMP Worldwide Internat'l Creative Award for Burger King "You're King Material" campaign. (Also got rave reviews in the *New York Times*.)
- Transportation, Sales and Marketing Assn. Communications Award, "Burnin' Love" Best Trade Ad for Schneider National Carriers (America's #1 trucking company.)
- EMA Awards (the Cleo of Recruitment Advertising Awards) for Schneider, Rockwell Automation. Won "Best of Show" from 2001 to 2006 for Xerox campaigns.
- Telly Award for Convenient Food Mart "Looooong Lines" TV spot.
- Winner in the Advertising Age/Scholastic, Inc. Yearn-to-Learn Challenge for "Fighting Chance", a print ad whose aim was to encourage teenagers to stay in school.
- Chicago International Film Festival Award for Ken-L Ration "Happy Dogs" commercial.
- Addy Award for Hyatt Hotels campaign.
- Grand Prize Winner of Chicago Ad Club's "Chicago's Got It" competition.
- American Film Institute "Visions" Award for "Shopping in Paris," a music video written and performed by yours truly. It was also featured in AFI's International Video Festival.
- First prize in poetry contest for the Chicago Bulls that sent me to N.Y. to see Bulls vs. Knicks

EXTRA CREDITS

- Current President of Independent Writers of Chicago (IWOC)
- Member of Preservation Chicago, an all-volunteer, non-profit citizens group advocating the preservation of Chicago's historical architecture. Spearheaded efforts that resulted in the official landmarking of the Surf-Pine Grove District.