

Robin Kurzer. Interactive copywriter.

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Professional Experience

Freelance Creative Partner (1995-present)

- Write compelling consumer-facing and b-to-b content for a wide variety of clients.
- Partner with interactive agencies such as ARC Worldwide, Leo Burnett, Digitas and Lipman Hearne to create integrated ad campaigns for Web, print and direct response.
- Help businesses establish an online presence and provide strategy for content and social media.

Senior Copywriter. Razorfish (June 2007 – July 2011)

- Worked with design, social, tech and UX teams to create digital experiences for Fortune 500 clients, such as Kraft Foods, ADT Securities, Kellogg's, and JC Penney.
- Led online creative for RITZ Crackers in 2009-2010, producing an integrated program across multiple platforms and forms, including in-banner games, mobile apps and social campaigns.
- Developed social media playbooks that provide analysis, strategy and guidelines for brands such as Eggo, ADT and Terminix.

Copywriter, Associate Creative Director. DDB/Tribal DDB (Jan 1995 – June 2007)

- ♦ Helped to build DDB Chicago's digital team from two employees to more than 100, working through iterations as DDB interactive, DDB Digital and finally, Tribal DDB.
- ♦ Created award-winning, integrated campaigns across multiple categories and verticals for clients such as Dell, Home Depot, McDonald's and Budweiser.

Newspaper Reporter/Long-Form Editorial (various dates)

- ♦ Worked as a staff newspaper reporter for a Connecticut daily, the *Milford Citizen*. Covered varied beats such as politics, planning and zoning and breaking news.
- ♦ Reported for the *Capital Times* and the *Waukegan Tribune*.
- ♦ Created and edited content for Fodor's and Not for Tourists Chicago.
- ♦ Maintain several special-interest blogs and Twitter feeds.

Education

University of Wisconsin – Madison
Columbia College – Chicago

BA, Communication Arts
Coursework toward Fiction Writing MFA

What else?

Award-winning creative (One Show, Cannes, DDB Grand Slam) • Befuddled parent • Expert genealogist • Persnickety grammarian • Card-carrying MENSA member • Sly like the fox • Correct most of the time • KLOUT score of 56