

KATIE SHANAHAN

Copywriter

CONTACT

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katieshanahanportfolio.com

HONORS

- Gold Effie Award – Baileys ‘N Brunch commerce campaign
- TracyLocke UnLocke Award – Recognized for passion & creativity
- Ad Age Feature – BloodLine campaign
- NSAC – Ocean Spray campaign placed 4th nationally

EDUCATION

Bachelor of Arts | Advertising
Columbia College Chicago

SKILLS

- Concept Development & Campaign Platform Ideation
- Shopper & Retail Marketing Expertise
- Omni-Channel Storytelling (TV, OOH, Digital, Social, Retail)
- Point-of-Purchase Writing
- CPG Category Expertise

BRAND EXPERIENCE

- Diageo
- Mark Anthony
- Tropicana
- Kraft-Heinz
- Quaker
- Pepsi
- Starbucks
- Kellogg's
- Honda

EXPERIENCE

Copywriter | TracyLocke
Oct 2022 - Present

- Develop conversion-driving commerce concepts & copy across the Mark Anthony (White Claw, Mike's Hard Lemonade, Cayman Jack) & Tropicana teams
- Partner with Account & Strategy to ideate, then present activation ideas to clients that cater to retailer preferences & shopper behaviors
- Translate strategy findings into unique activations across in-store, digital & experiential touchpoints

Associate Copywriter | TracyLocke
Jun 2021 - Oct 2022

- Produced campaign names, in-store display communication, menu templates & digital activations to enhance the shopper experience, plus drive sale conversion
- Assisted in campaign development for global spirits company, Diageo, including brands such as Captain Morgan, Baileys, Smirnoff, Ketel One, and more
- Concepted seasonal platforms & developed shopper-first ideas for 30+ brands

Jr. Copywriter | Pinnacle Advertising
Mar 2019 - Jun 2021

- Collaborated with Account & Media teams to leverage data for client & shopper needs
- Wrote TV, radio, social, OOH, email & landing page copy for regional automotive dealerships
- Supported large-scale campaign ideation for Chicagoland Honda Dealers & a variety of retail clients