# JANELLE ERICKSON

CREATIVE COPYWRITER

## CONTACT

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## EDUCATION

**Miami Ad School**
**Copywriting**
Mpls, San Francisco, Stockholm
2005 - 2007

**University of CO Boulder**
**Journalism & Mass Comm**
1999 - 2003

## RECOGNITION

- Cannes Lions
- NY Times
- Dubai Lynx
- Art Directors Club
- Communication Arts
- Creativity Online
- Graphis
- MENA Cristals
- Kinsale Sharks

## PROFILE

I'm a strategic creative who loves traveling and hates jet lag. I've been fortunate enough to gain experience in several different cities including Seattle, San Francisco and Dubai. I love meeting new people and talking new ideas. Feel free to reach out to talk about work or just trade some travel stories.

## EXPERIENCE

**Senior Copywriter**
*Solve Advertising, Minneapolis, 2014 – Present*

- American Standard, Cascadian Farm, True Value Hardware, Abu Dhabi Commercial Bank, Epilepsy Foundation of MN, Galbani Cheese, Ivey Awards

**Copywriter**
*Leo Burnett, Dubai, 2011 – 2013*

- BEL, Fox Movies, FX Network, Fox, Kellogg's, Procter & Gamble, Nawras Telecom (Oman), National Geographic Abu Dhabi, Dubai International Film Festival

**Copywriter**
*TBWA|RAAD, Dubai, 2010 – 2011*

- Arabian Automobiles, Du Telecom, Axiom Telecom, Abu Dhabi Tourism Authority, Ferrari World Abu Dhabi and several UAE government projects

**Freelance Copywriter**
*AKQA, San Francisco, 2009*

- Gap, Kraft (JELL-O brand)

**Copywriter**
*Wongdoody, Seattle, 2007 – 2009*

- Alaska Airlines, Seattle International Film Festival, Seeds of Compassion, Bill & Melinda Gates Foundation, Woodland Park Zoo, Mike's Hard Lemonade, T-Mobile, Red Lion Hotels