



SALIX CREATIVE

Willow Bacon
COPYWRITER

Portland Oregon

willow@salixcreative.com
503 504 5115

EXPERIENCE

2008-Present

OWNER / COPYWRITER *Salix Creative, Portland, Oregon*

Highly involved in all aspects of brand creation, from the first pitch to the last word. Work closely with clients to produce attention-grabbing concepts for a broad range of clients including Nike, Legacy Health, Columbia Sportswear, SPARQ Training, Speedo, The Territory Ahead, Hawaiian Airlines and more.

2002-2008

COPYWRITER *Nike, Portland, Oregon*

Demonstrated ability to communicate to target audiences in categories including Nike ACG, Nike Women, Running, and Sport Culture. Established brand voice for several categories and created a writing style guide for outside freelancers to reference. Created content for web pages, retail, direct mail, and global events like the Olympic Games. Proven team player, as demonstrated by perfect attendance record on "Smell the Glove" departmental softball team.

2000-2002

COPYWRITER / EDITOR *lucy.com, Portland, Oregon*

Served as the "voice of lucy," writing fresh, hard-working copy for multiple selling channels. Built a strong brand identity through email campaigns, site promotions and direct mail. Wrote four catalogs in seven months with a combined circulation of over two million. (Most recent catalog exceeded sales goals by over 20%.) Edited all marketing materials to ensure a consistent brand message.

1996-2000

COPYWRITER / BROADCAST PRODUCER *Robley Marketing, Portland, Oregon*

Mastered the finer points of brand building on accounts like InSport Athletic Apparel, Danner Footwear, Marsee Baking and dentegrity.com. Managed all facets of broadcast production, from writing and budgeting, to casting and editing. Directed a 40-pound beagle to howl on cue.

1992-1996

COPYWRITER *Stephan and Brady Advertising, Madison, Wisconsin*

Braved sub-zero temperatures to craft award-winning copy for clients like Oscar Mayer, Wisconsin Milk Marketing Board, Ambrosia Chocolate, Kraft and Rayovac.

EDUCATION

BACHELOR OF ARTS, Journalism, *University of Oregon*

AWARDS

NUMEROUS ROSEYS – *Portland Advertising Federation*

NUMEROUS ADDYS – *Madison Advertising Federation*

CERTIFICATE OF EXCELLENCE – *Wisconsin Newspaper Association*