

# SUSAN LIGHTMAN

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## EXPERIENCE

### **FREELANCE INTERACTIVE COPYWRITER** New York (10/08-Present)

Got moms excited about baby food for Earth's Best, helped Nikon debut their latest DSLR. Created online campaigns for MasterCard, Hamburger Helper and Betty Crocker. Also jumped into a pitch for Home Depot.

### **ADAMSON** St. Louis (11/07-10/08)

Copywriter. Turned plastic cups into sports announcers for Mobil, put a NASCAR driver in the fridge for Save-A-Lot, and helped Glamour Shots end ugly photos forever.

### **AGENCY.COM** Chicago (2/07-11/07)

Copywriter. Explained Salle Mae student loans using ramen noodles and milkcrates. Also worked on LaSalle Bank and Energizer.

### **FREELANCE COPYWRITER** New York & Chicago (4/06-2/07)

Created rebranding campaign for Chicago Board Options Exchange (featured in Graphis 2008 Ad Annual). Other clients included Whirly Ball, OfficeMax and Aerobed.

### **DRAFT WORLDWIDE** New York (2/04-4/06)

Copywriter. Sold Bank of America accounts without the help of free toasters.

### **ATMOSPHERE, BBDO** New York (1/04-2/04)

Freelance copywriter. Promoted basketball trash talking with Cingular Wireless NCAA-themed ads.

### **EURO RSCG** New York (7/03-9/03)

As a copywriting intern, worked on Lean Cuisine Pizza, New Balance footwear, and helped win a pitch for Polaroid.

### **LEO BURNETT** Chicago (6/02-9/02)

Copywriting intern. Created and sold TV spot for Tampax Pearl Tampons.

### **PARENTS' MOM AND POP GROCERY STORE** Philadelphia (birth -1997)

Free child labor. Learned how to increase demand for ice. (Put a sign in the window that says: "We Sell Ice.")

## EDUCATION

### **MIAMI AD SCHOOL**

Portfolio Program, June 2003

Copywriting Major

Studied in Miami, Chicago, Minneapolis, and NYC

### **UNIVERSITY OF PENNSYLVANIA**

Bachelor of Arts, May 2001

Double Major in Economics and Asian & Middle Eastern Studies