

KENNY LAPINS

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Copywriter and columnist with more than 30 years of experience in advertising, marketing, corporate communication, and journalism within agency and in-house environments. Client accounts include Abbott, Allstate, Anheuser Busch, Aon, Assurant Health, BP, CDW, DeVry University, Farmers Insurance, Harley Davidson, Honda, HP, John Deere, Maytag, Motorola, Northwestern University, Siemens, State Farm, UL Solutions, United, and Whirlpool. Agencies include FCB, Leo Burnett, Ogilvy & Mather, and Sapient.

2018 **UL Solutions**, Northbrook, IL
to Award-winning in-house creative agency for the world's safety science leader
Present Senior Copywriter: As part of Creative Studio, the 2021 ANA Silver Medal winning in-house creative agency, I am responsible for writing digital and traditional copy for websites, social media, brochures, eBooks, scientific white papers, events/tradeshows, and video scripts.

2017 **Centrifuge Brand Marketing**, La Grange, IL
to Marketing agency for the industrial and manufacturing sector
2018 Senior Copywriter: Responsible for writing all content for the agency's clients, including website, direct email, newsletter, blog, social, and print copy.

2010 **Freelance Associate Creative Director and Senior Copywriter**

to
2017 **FCB**, Chicago, IL
Advertising agency division of Interpublic Group
Senior Copywriter: Responsible for writing print and digital copy for State Farm.

Zoro.com, Buffalo Grove, IL
Industrial supply distributor, subsidiary of Grainger
Senior Copywriter: Developed the company's brand voice and a brand storytelling campaign. Responsible for writing all advertising, direct email, website, blog, and newsletter copy.

Ogilvy & Mather, Chicago, IL
Advertising agency division of WPP Group
Associate Creative Director: Responsible for creative oversight and copywriting for CDW, including video script writing and video directing, as well as development of print ads, direct mail, digital banners, flash ads, and other marketing collateral.

Designkitchen, Chicago, IL
Advertising agency division of WPP Group
Senior Copywriter: Responsible for copywriting on multiple accounts including B2B print and digital for Motorola, B2C email campaign for United, and script writing for HP.

Sapient, Chicago IL
Digital marketing division of Publicis Groupe
Senior Copywriter: Responsible for writing copy on new web pages for John Deere during site migration as well as authoring, QAing, and developing pages in the Teamsite CMS environment.

Leo Burnett, Chicago, IL
Advertising agency division of Publicis Groupe
Senior Copywriter: Responsible for leading copywriting team for Whirlpool and Maytag product description writing project. Also, led writers on DeVry University website redesign project to create and enhance web copy.

- 2010 **Kenosha News**, Kenosha, WI
to
2012 A daily newspaper with 30,000 readers in southeast Wisconsin and northeast Illinois
Columnist: Responsible for monthly 800-word "Sunday Morning With ..." column.
- 2006 **SC Johnson**, Racine, WI
to
2010 Global consumer packaged goods manufacturer and marketer
Communication Manager: Responsible for employee benefit communications, semimonthly U.S. employee/retiree newsletter, and contributing to quarterly magazine.
- 2005 **Whittmanhart Interactive**, Wauwatosa, WI
to
2006 A privately held provider of interactive internet marketing services
Senior Copywriter: Responsible for developing and directing the creation of highly effective and appropriate copy on assigned projects and accounts. Clients included Harley Davidson, Anheuser Busch, and Assurant Health.
- 2004 **Independent Consultant**
to
2005 Self-employed freelancer
Responsible for securing and completing engagements to provide copy, technical, and marketing writing services to clients such as Northwestern Mutual Financial Group.
- 2001 **Cap Gemini Ernst & Young**, Chicago, IL
to
2003 A global management consulting company
Senior Consultant: Responsible for leading copywriting practice including presenting at new client proposal meetings and contributing on client projects. Clients included Farmers Insurance, Honda Motors, Visteon, and BP.
- 1995 **Xpedior Incorporated** (formerly Metamor Technologies), Chicago, IL
to
2000 A global interactive agency and management consulting company
Global Copywriting Practice Leader: Responsible for leading copywriting practice in the Creative Services Organization, including client development and project execution. Developed strategic copywriting offerings of the practice and developed staff to deliver services. Transitioned team of 23 from technical writers to web copywriters.
- 1993 **CCH Incorporated**, Riverwoods, IL
to
1995 A publisher of tax and law commentary
Senior Technical Writer: Responsible for writing user documentation for new line of electronic products. Authored marketing materials including quick reference guides, direct marketing pieces, and getting started guides for new products being launched.
- Education Bachelor of Arts, English, DePaul University, Chicago, Illinois, 1991