J Blue Chattigré

WRITER / CREATIVE DIRECTOR

Portland, OR

jbluechattigre@gmail.com
971-204-3566 mobile

Lapsed poet. I'm a writer/creative director. My specialty is emotionally engaging concepting and copywriting in all forms — brand positioning, values, manifestos, advertising, campaigns. Extensive experience in print, OOH, digital, social, radio and TV.

Portfolio link: krop.com/jbluechattigre

Experience

Freelance Writer

Aug 2023 - Dec 2023

Apple

I briefly wrote for their MLS partnership.

Senior Copywriter

Portland, OR
Aug 2020 - Jul 2023

Brink Communications

I concepted and wrote copy across multimedia deliverables for Oregon Health Authority during three years in response to the COVID-19 pandemic. I also authored a manifesto for Clean Rivers Coalition and wrote campaigns and websites for Healing Advocacy Fund, Save Lives Oregon, Family Justice Network, Perigee Foundation, Oregon Food Bank, Carewell and Joint Office of Homeless Services.

Brand Writer

Portland
Aug 2018 - Jul 2020

Freelance

Brand positioning, concepting and copywriting for Bear Grylls, National Geographic, Brainfuel Toys, Solace, COLab, Unlock, Nau Clothing, and P&G.

Creative Director

CareOregon

Portland
Jun 2017 - Aug 2018

I led a creative team within Brand, Marketing & Communications comprised of writers, designers, and video and digital producers while overseeing creative strategies supporting nine lines of business, including CareOregon Metro and its affiliate CCO's Jackson Care Connect and Columbia Pacific CCO.

Creative Director

Fiction

Portland, OR
Jun 2011 - Mar 2017

My responsibilities here included brand positioning, creative concepting, campaign strategy, messaging hierarchies, mentoring our internal creatives, managing our freelance writers, and directing and executing copywriting and long-form narratives for several clients, among them ATB Financial, adidas, Apple, Simply Mac, Hofmann Sausage Company, Red Bull, San Jose Earthquakes, and the Oakland Athletics.

Creative Director, Copy Director

ZAAZ

Portland, OR
Oct 2007 - Apr 2009

My responsibilities here included brand positioning, creative concepting, campaign and content strategy, pitches and proposals, mentoring and managing our internal and freelance writers, and the direction and execution of copywriting for several clients. This work was performed in collaboration with a full spectrum of digital channel disciplines and capabilities, including e-Commerce, UX, IA, Search, Analytics, Optimization and Social Media. Clients included Converse, Sony, Microsoft, Morgans Hotel Group, Tom’s of Maine, REI and BECU. I also authored ZAAZ’s 10th Anniversary culture book.

Creative Director, Copywriter

Lusis Creative

Portland, OR
Aug 2003 - Oct 2007

My responsibilities here were primarily brand identity and positioning, creative concepting, campaign and content strategy, naming, and copywriting execution. My clients included the Jordan Brand, Nike, Converse, Microsoft ZUNE, Xbox Kinect, Merrell Footwear, Motorola, Virgin Mobile US, Horny Toad Apparel, Hawaiian Airlines, Tigerlogic, Livemocha, Fox Racing, Motoczysz and SR Suntour.

Corporate Marketing Communications Manager

Rapidigm

Portland, OR
Aug 2000 - Aug 2003

Rapidigm was a B2B software integration partner that was purchased and absorbed by Fujitsu. My responsibilities included concepting, executing, implementing and managing the marketing communications assets and messaging across all channels. This included all print collateral, digital marketing assets, the company's website, DM, radio and promotional video productions.

Senior Writer

Nike

Beaverton, OR
May 1998 - Jul 2000

I was a Senior Writer first in the Global Brand Design group, and then in the Equipment Image Design group. My responsibilities included concepting, naming, and copywriting in support of product launches, seasonal campaigns and initiatives, and global campaigns surrounding major sporting events. I continued to write in support of several categories after my departure, particularly Nike Golf and The Jordan Brand, the latter for which I functioned as the brand's written voice for over 8 years.

Licensed Rehabilitator

Greenwood Wildlife Rehabilitation Sanctuary

Loveland, CO
May 1994 - Feb 1998

Focused on small mammals, song birds and waterfowl.

Instructor

University of Denver

Denver, CO
Aug 1993 - May 1994

Taught classes in Introduction to Post-War American Poetry, Intro to Creative Writing, and English Composition.

Instructor

Colorado State University

Fort Collins, CO
Aug 1992 - May 1993

Taught classes in Intro to Creative Writing and English Composition.

Education

MA/PhD Candidate

University of Denver

Denver, CO
Aug 1993 - May 1994

My focus was English Literature. My dissertation was creative: a poetry manuscript entitled "Moving Geography."

Master of Fine Arts Candidate

Colorado State University

Fort Collins, CO
Aug 1992 - May 1993

My focus was Poetry.

Bachelor of Fine Arts

University of Southern California

Los Angeles, CA
Sep 1985 - May 1990

My major was Philosophy with an emphasis in Ethics.

Awards and Publications

Associated Writing Programs, Winner of Intro Projects Award
Academy of American Poets, Winner of Joan Giles Award for Poetry
My work has appeared in several literary magazines and publications, including American Poetry Review, Antioch Review, Black Warrior Review, Carolina Quarterly, Denver Quarterly, Hayden's Ferry Review, Painted Bride, & Chicago Review.

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