Chad Woolums

CREATIVE DIRECTION / CREATIVE STRATEGY / COPYWRITING

Detroit, MI

Effective as a leader. Versatile as a writer. Dedicated as a teammate. Genuine as a person. That's a general sense of who I am and what I bring as a professional. As a writer/creative director specifically, I'm a critical, strategic and creative thinker who loves immersing himself in a challenge. And someone who really seeks to understand every challenge from the inside out. The goal: find those simple human truths, illuminate their essence, communicate in interesting new ways and ultimately inspire others to think, learn and act. My comfort zone encompasses everything from digital to video, direct to print, events to branding – and it's always evolving into new channels. My career has featured a continuous increase in responsibilities – and it's achieved it's share of awards and recognition along the way. But most importantly, my work has consistently produced results for clients while inspiring its intended audience. Clients I've had the privilege of working with include: United States Navy, United States Navy Reserve, United Services Automobile Association (USAA), United States Postal Service (USPS), Continental Airlines, Country Inns & Suites, Motor City Casino Hotel, Covered California, Edward Jones, Farmers Insurance, General Motors, XM Radio and Wyndam Hotel Group. What I'm looking for now is the opportunity to apply my skills and passion to new and worthy creative/managerial challenges for whatever client comes next.

Experience

Freelance Writer / Creative Director

Detroit metro area
Jul 2016 - Present

Chad Woolums

• Focused on cross-channel copywriting (website, direct, video, CRM, social, whatever) and brand development (strategy and creative direction)

Associate Creative Director

Campbell Ewald / Lowe Campbell Ewald

Detroit / Warren, MI
Aug 2011 - Jun 2016

• Lead creative writer/manager for Navy brand creative, partnered with Creative Director of the Navy brand
• Create/direct content for video, apps, website, digital, social, events, search and everything in between
• Create/direct content for case studies and award submissions
• Lead creative writer/manager for Navy CRM team
• Recognized content expert and overseer of Navy brand tone integration across communication channels
• Lead writer/manager for the responsive design launch of consolidated navy.com and navyreserve.com web sites
• Experienced manager/mentor of writers and freelance resources
• Presenter of creative concept, execution and rationale to team and client
• Contributer to the ideation and execution of new business initiatives

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VP, Copy Supervisor

Campbell Ewald

Warren / Southfield, MI
Jan 2007 - Aug 2011

• Lead direct/digital writer for the Navy/Navy Reserve account
• Recognized content expert and overseer of Navy/Navy Reserve brand tone integration across communication channels
• Key leader/contributor in the successful relaunches of navy.com and navyreserve.com
• Experienced writer of short-form, long-form and all forms in between (including direct mail, newsletter, print, digital, website, microsite, email, mobile, social, OLM, SEM, CPL, PSA, POS and OOH)
• Experienced manager/mentor of writers and freelance resources
• Presenter of creative concept, execution and rationale to team and client
• Contributer to the ideation and execution of new business initiatives

Copywriter (Senior/Mid/Junior)

Campbell Ewald

Southfield / Warren, MI
Nov 2000 - Jan 2007

• Write copy for a range of clients, including Continental Airlines, Farmers Insurance, General Motors, United States Postal Service (USPS), XM Radio, Wyndam Hotel Group, United States Navy, United States Navy Reserve, United Services Automobile Association (USAA)
• Take on continuously increasing levels of responsibility

Copy Editor

Campbell Ewald / C-E Communications

Southfield, MI
Sep 1999 - Nov 2000

• Edit direct mail and print communications for multiple national clients
• Develop and maintain comprehensive online style guide used by agency and client teams
• Mentor editors on job responsibilities and stylistic standards

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Tutor

Sylvan Learning Center

West Bloomfield, MI
Aug 1999 - Dec 1999

• Work as education tutor for kids grades 3-12
• Help branch manager with the organization/administration of curriculum

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Construction worker

Walker & Sons Construction

Elwood, IN
Jul 1998 - Jul 1999

• Work as a general construction laborer for commercial construction company
• Develop lifelong appreciation for power tools

Freelance Project Editor

NTC/Contemporary Publishing

Chicago, IL
May 1998 - May 1999

• Develop book manuscripts, typeset and design page layouts
• Serve as liaison to authors and point-person for production process

Project Editor

Masters Press

Indianapolis, IN
Feb 1997 - May 1998

• Develop manuscripts, typeset and design page layouts for sports publishing imprint Masters Press
• Write cover, catalog, press release and marketing copy
• Manage all phases of book production, coordinating efforts of authors, photographers, graphic artists, in-house production departments and outside printers

Technical Writer

Howard W. Sams & Company

Indianapolis, IN
Oct 1996 - Feb 1997

• Write product information copy for print and online catalogs

Administrative Assistant

ZEE Medical Service (A McKesson Corporation)

Indianapolis, IN
Sep 1995 - Oct 1996

• Write standard operating procedures and corporate communications

Editorial Assistant / Intern

BOMB Magazine

New York, NY
Aug 1993 - Dec 1993

• Solicit, edit and proofread feature content for quarterly arts magazine

Recognition

Awards / Recognition

• Work has been recognized with Cannes, Effie, Echo, Shorty, Caples, Mobius, Caddy, DShow, Target and Web Marketing Association's WebAwards
• Judge for the 2015 International Echo Awards
• Earned Campbell-Ewald Employee of the Year honors (2006)
• Earned two Interpublic Group Organic Growth Initiative (OGI) Awards (2007)

Education

Postgraduate liberal arts studies

Greencastle, IN
Aug 1994 - May 1995

DePauw University

• Fifth Year Scholar (awarded full-year scholarship to broaden liberal arts studies in areas outside of undergraduate academic major)
• Instructor (taught a Writing Workshop as one of the University's annual Winter Term course offerings)

B.A. in English – Creative Writing (minor in Philosophy & Education), Cum Laude

Greencastle, IN
Aug 1990 - May 1994

DePauw University

• Rolla M. Malpas Trust Scholar (awarded four-year full-ride academic scholarship)
• Member of Phi Gamma Delta fraternity
• Member of DePauw University Baseball Team

Outside Interests

• Exploring the outdoors with family
• Camping, kayaking, traveling
• Playing vintage baseball and tennis
• Coaching youth sports
• Making pottery/ceramics