

NATE WALSH

PORTFOLIO.NATEWALSH.COM **Writer** NATE@NATEWALSH.COM

THIS IS WHAT I DO

No product or brand too esoteric, techy, or weird. I'm here to figure you out and share your story so other people get you, too. Passionate, creative, and a little out there, but no one will work harder to knock your audience's socks off. Pretty OK at sentences.

- EXPERIENCE -

01. WHM Creative

(Focus on B2B Tech + Startups)

COPY DIRECTOR / SENIOR COPYWRITER

Oakland | February 2016 – Present

Apple, Box, LinkedIn, Visa, Cisco, VMware, SoftBank Robotics, Qlik Analytics, Norwest Venture Partners, Rakuten Advertising, UiPath, Cadent, etc.

04. MarketPlace

("The Food Marketing Agency")

WRITER / MARKETING STRATEGIST

St. Louis | February 2012 – March 2013

Sensient Colors (Food, Pharmaceutical, Ink, and Industrial), International Dehydrated Foods, Bunge Oils, Furminator, Prairie Farms, etc.

02. Freelance

(Focus on Tech + Startups)

WRITER / STRATEGIST

San Francisco | April 2013 – Present

Florida Panthers, General Assembly, Tuneln, Keen Analytics, Hackbright Academy, Sereno Group Realty, QRS Recycling, Pickles & Ice Cream Baby Planning, etc.

05. 2e Creative

(Ad Age's Healthcare Agency of the Year)

WRITER / CONTENT STRATEGIST

St. Louis | December 2007 – February 2012

Alcon Eye Care (Consumer and Surgical), Texas Instruments, Sigma Life Science, Caris Life Sciences, Eye Surgery Education Council, JH Audio

03. Heat

(Ad Age "Shop to Watch")

FULL-TIME CONTRACT WRITER

San Francisco | April 2013 – September 2014

Box, LinkedIn, YouSendIt / Hightail, Bank of the West, Rubio's Coastal Grill, ComEd Energy, Riverbed, Nexusguard, Fantex, Hello Bank, etc.

ADDITIONAL JOBS THAT NO DOUBT CONTRIBUTED VALUABLE "LIFE EXPERIENCE"

Dungeon Master • Factory Worker • Late-Night Cookie Delivery Driver • Security Guard • Crossing Guard • Candy Store Manager • Purveyor of Goth Pants at Hot Topic • Customer Service Representative for The Playboy Store • Extra in that Jennifer Aniston flop, *The Break-Up*

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EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
2002 – 2006 | B.S. IN ADVERTISING; PSYCHOLOGY

ILLINOIS MATHEMATICS AND SCIENCE ACADEMY
1999 – 2002 | “HOGWARTS FOR HACKERS” (*WIRED*)

- AWARDS -

CARIS LIFE SCIENCES – MyCancer.com

- Business Marketing Association 2012 B2 Awards
Best of Category, Web Presence

CRAIGSLIST TANRY AD – natewalsh.com/tanry

- *Business Insider* Best Ads of 2013 – #2
AdFreak Best Ads of 2013 – #15

ORIG3N SAN FRANCISCO 49ERS PARTNERSHIP

- Muse Creative Awards 2018 –
Rose Gold, Integrated Marketing

QLIK “OPEN RELATIONSHIP” CAMPAIGN

- Association of National Advertisers 2023 B2 Awards
Silver, Integrated Marketing

“AWARDS”

SEATTLE-AREA ADULT POKÉMON SPELLING BEE

- Re-Bar 2007 Competition
1st Place, 21 & Over Category

100M HURDLES

- Serena Middle School 1997 Track Meet
5th Place “Participant” Ribbon

SKILLS

- Branding and rebranding – including strategy, positioning, tone of voice, messaging, naming, and taglines – with a focus on simplifying jargon, tech talk, and buzzwords
- Concepting and executing integrated creative campaigns for both B2B + B2C, including:
 - Print, email, and digital
 - Website architecture and content (UI / UX)
 - Pitches, presentations, and webinars
 - Video and animation
 - Event planning and non-traditional marketing
 - Social media, including Facebook, Twitter, LinkedIn, Instagram, and blogs
- Content marketing and technical writing, with a focus on tech, startups, and healthcare
- Leadership, oversight, coaching, and aggressive advocacy for freelancers and junior creatives

“SKILLS”

- Near-masochistic optimism
- Elaborate theme parties (HipsterPartyPlanning.Biz)
- 90s pop culture / song lyrics
- The life and career of Nicolas Cage
- Charmingly amateurish Photoshops
- Weirdly prescient tarot readings
 - Hula-hooping
- Karaoke (“loud, with many high kicks”)
 - Glitter / Confetti