

NATE WALSH

217.898.9262 **Writer** NATE@NATEWALSH.COM

THIS IS WHAT I DO

I piece words into sentences, and sentences into ideas, until they create surprise, understanding, desire, fondness, feeling, or whatever else it is you need them to do.

- EXPERIENCE -

01. **WHM Creative**
(Focus on Tech + Startups)

COPY DIRECTOR / SENIOR COPYWRITER

San Francisco | February 2016 - Present

Apple, Box, LinkedIn, Visa, Cisco, VMware, SoftBank Robotics, Qlik Analytics, Orig3n DNA Tests, a variety of early- and mid-stage startups

04. **MarketPlace**
("The Food Marketing Agency")

WRITER / MARKETING STRATEGIST

St. Louis | February 2012 - March 2013

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

02. **Freelance**
(Focus on Tech + Startups)

WRITER

San Francisco | April 2013 - Present

Startups including General Assembly, Tuneln, Keen IO Analytics, Hackbright Academy, Sereno Group Realty, QRS Recycling Pickles & Ice Cream Baby Planning

05. **2e Creative**
(Ad Age's Healthcare Agency of the Year)

WRITER / MARKETING STRATEGIST

St. Louis | February 2012 - March 2013

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

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, Nexuguard, Fantex, Hello Bank

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,

B.S. IN PSYCHOLOGY

ILLINOIS MATHEMATICS AND SCIENCE ACADEMY

1999 – 2002 | A.K.A. "HOGWARTS FOR HACKERS"

(WIRED MAGAZINE)

- AWARDS -

CARIS LIFE SCIENCES – MyCancer.com

- Diagnostic Marketing Association: 2012 National Diagnostic Creative Communications Awards – *1st Place, Website*
- Business Marketing Association: 2012 National 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

"AWARDS"

SEATTLE-AREA 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

- Content marketing and technical writing, with a focus on healthcare, tech, and startups
- Client branding and rebranding, including strategy, positioning, messaging, naming, and tagline development
- Developing and executing integrated marketing campaigns for both B2B + B2C clients, including:
 - Print, email, and web advertising
 - Digital architecture, design, and content (UI / UX)
 - Pitches and presentations
 - Video and animation scripting
 - Brochures and other sales collateral
 - Event planning and non-traditional marketing
 - Social media, including Facebook, Twitter, LinkedIn, Instagram, and blogs
 - PR and other editorial content

"SKILLS"

- Near-masochistic levels of optimism
 - Elaborate theme parties (See: HipsterPartyPlanning.Biz)
- Karaoke (Although not so much "skilled," as "loud, with many high kicks.")
 - Glitter
- Encyclopedic knowledge of song lyrics / 90's pop culture / Nicolas Cage's life and career
- Charmingly amateurish Photoshop work
 - Tarot card readings
- Hula-hooping (I will *destroy you* at hula-hooping.)