

NATE 217.898.9262 **Writer** NATE@NATEWALSH.COM WALSH

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. Freelance Writer

(Focus on Tech + Startups)

San Francisco | April 2013 - Present

CLIENTS: General Assembly, TuneIn, Hackbright Academy, Sereno Group, Heavybit, Buzzstarter, Opinion8, POP App, Force Glove

02. Keen IO

(Custom Analytics Startup)

IN-HOUSE CONTRACT WRITER

San Francisco | July 2013 - June 2015

Divided my time between the Awareness Team, doing content marketing, blog posts, and other marketing initiatives, and the Heart Team, helping out with swag design, event planning, and other special projects that helped create good vibes within the community.

03. Heat

(Ad Age "Shop to Watch")

CONTRACT WRITER

San Francisco | April 2013 - September 2014

CLIENTS: Box, LinkedIn, YouSendIt / Hightail, Bank of the West, Riverbed, Nexusguard, C3 Energy, ComEd, Fantex, Hello Bank

04. MarketPlace

("The Food Marketing Agency")

WRITER / MARKETING STRATEGIST

St. Louis | February 2012 - March 2013

CLIENTS: Sensient Colors (Food, Pharmaceutical, Ink, and Industrial), Bunge

05. 2e Creative

(Ad Age's Healthcare Agency of the Year)

WRITER / CONTENT STRATEGIST

St. Louis | December 2007 - February 2012

CLIENTS: Alcon Laboratories (Consumer and Surgical Divisions), Caris Life Sciences, Sigma Life Science, Texas Instruments, Eye Surgery Education Council, JH Audio, Lanx

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*

NATE WALSH

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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.)