

Hi, I'm Nate Walsh.

Copywriter. Creative Director. Passable Tarot Reader.

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SUMMARY

Versatile creative leader with 15 years' experience translating the complex into the clear and compelling. Mentor, collaborator, merciless editor – specializing in B2B tech and startups. Fast, flexible, and enthusiastic, with an eye for detail and two ears for tone – from jargony white papers to pearl-clutching global campaigns. Thinks beyond the brief to what you really need. Unbendable on the Oxford comma.

SKILLS

- Advertising Copywriting & Copyediting
- Marketing & Content Strategy
- Brand Strategy, Voice, & Messaging
- Concepting, Pitching, & Presenting
- Web, Print, Social, Video, OOH, et al
- Website Copy, UI / UX, & Wireframing
- Content Marketing & Technical Writing
- Creative Direction & Leadership

EXPERIENCE

Copy Director / Lead Copywriter

2/2016 – Today

WHM Creative – Oakland, CA

- Writing B2B tech both small and large: From massive pitches and manifestos, down to the dinkiest display ads and e-books. For both promising startups and growing leaders, including Dropbox, Rakuten, Cisco, Norwest, SoftBank, Qlik, and UiPath.
- Giving brands real voices, explaining away even the most esoteric jargon, and stealing the show with the sort of provocative campaigns B2B rarely sees – tear-jerkers and award-winners. (No, seriously. People cried.)
- Managing and mentoring a team of prodigious juniors, seniors, interns, and freelancers – working closely to cultivate their skills, harness their talent, and act as advocate for both their work and their careers.

Freelance Writer

9/2014 – 2/2016

Various Tech Startups – San Francisco, CA

- Helped newborn businesses find their story amidst the buzzwords – capturing what they really do and why it really matters – then brought it to life, from core messaging to web copy to viral content marketing. Fast, scrappy, and wore a lot of hats.

Senior Copywriter

4/2013 – 9/2014

Heat – San Francisco, CA

- Built my B2C chops writing, pitching, and executing fun omnichannel concepts for evolving brands looking for something different – like Box, LinkedIn, Bank of the West, ComEd, Rubio's, and Hightail. You might have seen me on the 101.

Copywriter / Marketing Strategist

2/2012 – 4/2013

Marketplace: The Food Marketing Agency – St. Louis, MO

- Became the secret ingredient to better B2B food marketing – combining deep research and analysis with spicy creative insight to help innovators like Sensient Dyes tell stories that stood out in convoluted, colorless industries.

Copywriter / Content Strategist

12/2007 – 2/2012

2e Creative – St. Louis, MO

- Created clarity, dodged dullness, and delivered fresh sales for Alcon Eyecare and other leaders in B2B/B2C healthcare and life science – crafting catchy, informative content that appealed to consumers and professionals alike.

EDUCATION

B.S. in Advertising, B.S. in Psychology

2006

University of Illinois – Champaign-Urbana, IL