Hi, I'm Nate Walsh.

Copywriter. Creative Leader. Passable Tarot Reader.

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SUMMARY

Versatile writer and creative with 15 years' experience translating the complex into the clear, compelling, and captivating. Unusual knack for B2B tech and startups, but can bring any brand to life. Fast, flexible, and enthusiastic, with an eye for detail and two ears for tone – from the nerdiest white papers to pearl-clutching global campaigns. Thinks beyond the brief to what you really need. Tireless problem-solver. Spirited collaborator. 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

Freelance Writer 9/2014 – Present

Various Brands, Businesses, and Startups – Global

- Helping burgeoning businesses take their story beyond the buzzwords – capturing what they really do and why it really matters, then bringing it to life: Core messaging, web copy. content marketing, campaigns. Inventive. Adaptable. Wearer of many hats.

Copy Director / Lead Copywriter 2/2016 – 12/2024

WHM Creative – Oakland, CA

- Wrote for B2B tech both small and large: From major campaigns and rebrands, 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.
- Gave brands real voices – explaining away even the most esoteric jargon, and stealing the show with the kind of provocative creative that B2B rarely sees: Tear-jerkers and award-winners. (No, seriously. People cried.)
- Managed and mentored a team of prodigious juniors, seniors, interns, and freelancers – working closely to cultivate their skills, harness their talent, and act as an advocate for both their work and their careers.

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 my work 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 patient and provider alike.

EDUCATION

B.S. in Advertising; B.S. in Psychology 2006

University of Illinois – Champaign-Urbana, IL