

ABOUT

I'm a Denver-based curious, positive, strategic creative thinker who loves traveling, music and making cool things.

EDUCATION

Chicago Portfolio School

Copywriting | July 2012 - July 2013

Boston University

*Bachelor's, Communication |
Sept 2008 - May 2012*

SKILLS

Copywriting, Campaign Concepting, Creative Direction, Digital, Web, Print, Video, Email, CRM, Presentation, Client Development, Strategy, Branding, Production, Content Creation

AWARDS

*One Club for Creativity Denver - Silver,
Broadcast Advertising*

AAF Colorado Springs - Gold, Best of Show

HSMIAI Adrian Award - Silver, Broadcast

2019 Denver 50 - Judge's Choice

2017 Denver 50 - People's Choice

Addys 2016 - Copywriting, Branded Content

Caroline Ganson

ASSOCIATE CREATIVE DIRECTOR | SENIOR WRITER

WORK EXPERIENCE

Freelance ACD / Sr. Writer

Self-employed | Jan 2019 - present

Clients: Microsoft, Fairlife, Crayola, Purina, The General, Harbor Freight Tools, Merck, Anuvu

Associate Creative Director

GALE Partners | May 2022 - Nov 2023

Clients: Seagate Lyve Cloud, Aetna CVS Health, Quest Diagnostics, Rocket Software, Zappos, IHG Hotels, MilkPep, Earnin, Pella

Senior Copywriter

Madwell | Nov 2018 - May 2022

Clients: Visible Wireless, Theo Chocolate, Schär Gluten Free, Honey Stinger, Trust for Public Land

Copywriter

Karsh Hagan | Nov 2017 - Nov 2018

Clients: Colorado Tourism Office, Aspen Snowmass, Denver International Airport, Pinnacle Bank, Bank of Colorado, The Mountain Collective, VISIT DENVER

Copywriter


Vladimir Jones | April 2016 - Nov 2017

Clients: Enstrom Candies, Centura Health, Royal Gorge Bridge & Park, American Indian College Fund

Copywriter

Leo Burnett | Aug 2013 - April 2016

Clients: Centrum Multivitamins, Nexium 24HR, Kraft Cheese, DeVry University, UnitedHealthcare, DeVry University, International Delight, McDonald's, Samsung, Secret, Always

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