



## Erin Beth Bosik

Copywriter • Creative Director • Namer • Strategist • Brand Architect

---

### PROFESSIONAL EXPERIENCE:

<b>Founder and Creative Director:</b> Erin Beth Bosik Copywriting + Creative	<i>2011–Present</i>
<b>Associate Creative Director and Copywriter:</b> rabble+rouser; Denver, CO	<i>2010–2011</i>
<b>Copywriter:</b> Sterling-Rice Group; Boulder, CO	<i>2006–2010</i>
<b>Copywriter:</b> Leo Burnett; Chicago, IL	<i>2006</i>
<b>Creative:</b> Public New York Advertising; New York, NY	<i>2005</i>

### EDUCATION:

- University of Colorado at Boulder; Creative Advertising, School of Journalism and Mass Communication; Graduated with Honors and Distinction
- Minor: Technology, Arts and Media Certificate, Graduated with Honors
- Kappa Tau Alpha Journalism Honors Society

### SPECIALITES:

- Experienced and reliable brand copywriter who is well versed (and really, really good at) creative concepting and content development for campaigns, packaging, websites, manifestos, tone of voice development, taglines and more
- Highly skilled brand, product, flavor, program/initiative and other-stuff namer with experience working for large national brands and small local partners
- Practiced brand workshop facilitator who brings big, creative thinking at a non-agency price tag
- Creatively-driven content strategist with a killer knack for organization—heck, even color coding—to ensure execution is a breeze for designers and developers
- Brand positioning professional and enthusiast who has helped shape the strategic thinking behind some of the world's most well-known brands
- Stellar presenter

### BONUS ROUND:

- Language is my jam. I have excellent conceptual and communication skills and understand expectations flawlessly.
- Efficiency. I do things fast, and I do 'em right.
- Responsiveness. Think creatives don't get back to you fast enough? This one does.
- Nice (enough) person. Or so I've been told.

### INTERESTS:

- Comedy. If you can't laugh, a life of work could turn out to be a big bunch of hooey.
- Music. I've been a guitarist since I was a kid. Learning to fingerpick all of those songs I hated as a kid has never made me look cooler in front of my friends.
- Triathlon and running. Whoever said 9-minute miles are slow never ran at altitude.
- Fashion. There's just something about a well-styled ensemble that says, "I care." Agreed?
- Animals dressed as humans.