

# Leslie MacInnis



Denver, Colorado  
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View my portfolio at [lesliemacinnis.com](http://lesliemacinnis.com)

## Senior Writer | Content Creator

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My career in traditional, shopper and digital advertising has cultivated award-winning work that succeeds above the line, online and in store. I excel at turning complicated subject matters into consumer and business-friendly stories that grab attention. I'm a pro at juggling multiple projects, meeting tight deadlines and consistently delivering authentic, memorable, relevant content.

### Areas of Emphasis

- B2B and B2C Copywriting
- Creative Content Strategies
- Brand Awareness
- Shopper and Integrated Marketing
- Digital Content
- Social Media
- Advertising and Marketing Materials
- Direct Response

## Experience Summary

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### Leslie MacInnis Creative | Denver, Colorado

#### Senior Copywriter/Content Creator | Freelance | August 2020 – Present

Freelancer specializing in both B2B and B2C advertising. Experience in all forms of media -- print, digital, email, out of home, social, web and video. Working directly with brands and creative agencies.

### CenturyLink | Broomfield, Colorado

#### Senior Copywriter Global Marketing | 10/2018 to 8/2020

Responsible for B2B marketing of CenturyLink security, digital business, adaptive networking and IT agility. High level of technical knowledge required.

### Selected Achievements

- Successfully launched new global digital business campaign with print, web, infographics and social.
- Created complete social campaigns for Facebook, LinkedIn and Twitter.
- Wrote numerous web pages and data sheets

## **The Integer Group | Denver, Colorado**

### **Senior Writer | 8/2011 to 1/2018**

As lead writer for multiple accounts at one of the country's largest shopper marketing agencies, developed engaging content for shopper, traditional, digital and social media.

#### **Clients**

*Johnson & Johnson, OneTouch (J&J Diabetes Supplies), Visa, Gillette, Kellogg's, P&G, Mars/Wrigley, Great West Financial Services, ACUVUE Contact Lenses*

#### **Selected Achievements**

- Created 360-degree shopper and business activation for global launch of ACUVUE OASYS 1-Day Brand Contact Lenses including direct response, digital and social media.
- Successfully launched new retirement program for major financial corporation.
- Used audience insights to create promotional materials for patients, doctors and payers in the diabetes management category.

## **Leslie MacInnis Creative | Denver, Colorado**

### **Senior Copywriter | Freelance | 3/2005-8/2011**

From concept to presentation, from presentation to production, my clients count on me for copywriting expertise in all media for traditional, shopper and digital advertising. I perform research, conduct interviews and collect and analyze data to support content ideation and creation.

#### **Clients**

*Maxar Technologies, Colorado Department of Health, Florida Hospitals, Mission Hospitals, Palmer House Hilton, Walt Disney World Resort, The Biltmore Companies, Volvo Construction Equipment, UC Health, SCL Health, local agencies*

#### **Selected Achievements**

- Created memorable print, radio, TV, digital and social media campaigns for 13 Florida Hospital campuses.
- Worked with major hospitality corporations including Walt Disney World Resort.

#### **Additional Experience**

**Creative Director**, Cramer Krasselt, Orlando, Florida

**Senior Copywriter**, Walt Disney World Resort Advertising, Orlando, Florida

**Senior Copywriter**, J. Walter Thompson, San Francisco, California

## **Educational Background**

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**Bachelor of Science in Communications** | American University, Washington, DC

## **Awards and Honors**

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Clio • New York Festivals • Best of the West • San Francisco Show • Show South • NCBA Creative Radio Awards  
Best of Show National Lottery Advertising • Business Week Top Ten Ad Campaigns • Orlando Addy's • Tampa Addy's San Francisco Addy's • Southeast Regional Addy's • National Addy's

Published in Adweek, Ad Age and Communication Arts

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