

Susie Steinberg
Copywriter, Creative Director
susiesteinberg.com

September 2022 – Present

Creative Director, Copywriter

Unlock Health/SPM Marketing Chicago

Aha moment: creating for healthcare is just like creating for CPG, but the products are better for you.

Work on: Emory Healthcare, Nebraska Medicine, Shallowford Wellness, SIU Medicine, UChicago Medicine, University of Iowa Health Care, Virtua Health.

July 2021 – September 2022

Creative Director, Copywriter

Freelance

Worked on: pitches, activations, manifestos, social, digital, TV, video, radio, print, direct mail.

Clients: Current Global, DoorDash, Iris Worldwide, Kuzma&, Rowdy Mermaid Kombucha, Weber Shandwick.

December 2012 - July 2021

Creative Director, Copywriter

BoomAgers Chicago/New York

Key player in starting this agile start-up. Helped create Agency Vision. Member of Leadership Team.

Recruited creative talent. Interfaced with global client teams. Created, strategized and wrote, for all platforms.

Worked on: Always Discreet Global

- Critical team member involved in winning this large P&G global business that was previously at a major agency network.
- Launched brand in North America and Europe. Partnered on all phases of client business, from product R&D, to creative research, development and execution, across all mediums, on a global scale.
- Consistently created potent integrated communications that grew the business annually for 6+ years and helped to normalize the adult incontinence category.
- Received high copy test scores.
- Developed a global production model, that allowed us to create assets for digital, social, TV, print and in-store, in multiple languages, all on a single production.

Also worked on: Cameron's Coffee, Cheer, Edward's Frozen Pies, Freschetta Pizza, Pompeian Olive Oil, Red Baron Pizza.

May 2011-December 2012

Copywriter, Freelance

McGarryBowen Chicago

Was eager to jump in on any project. Which is why my four-week freelance hire turned into 19 months.

Worked on: Craftsman, Crystal Light, Disney, Fig Newton Fruit Thins, Mondelez, Philly Cream Cheese, Sears.

May 2007-March 2011

Director of Creative Recruiting

DDB Chicago

Searched for and hired stellar talent, and along the way, mentored many young creatives. Created and ran DDBootcamp, a three-day advertising immersion for young talent looking to get into the business.

May 1994-May 2007

Associate Creative Director/Copywriter

DDB Chicago

Here, I had the privilege and pleasure of working at one of best agencies ever, at the best time to be there.

Worked on: Aveeno, Betty Crocker, Chicago Tribune, DDB Chicago, Finesse, Hamburger Helper, JCPenney, LensCrafters, McDonald's, Off the Street Club, Pilkington-Barnes Hind, Safeway, State Farm, SCJ Vanish.

Education

Bob Scarpelli's conference table

University of Denver