

KARIANNE YACKLE

karianne989@gmail.com

989.854.0623

EXPERIENCE

- 2019 - present* COMMONWEALTH//MCCANN
Detroit, MI
Senior Copywriter
Writing for Chevy.com across all nameplates, OLA, mentoring junior writers, concepting.
- 2013 - 2019* COMMONWEALTH//MCCANN
Detroit, MI
Copywriter
Writing for Chevrolet on a multitude of platforms including digital, catalog, retail, promotions and CRM.
- 2012 - 2013* GOODBY, SILVERSTEIN & PARTNERS
Detroit, MI
Writer
Global content development, CRM, digital, radio and catalog writing for all things Chevrolet.
- 2010 - 2012* ERICKSON LIVING MARKETING
Baltimore, MD
Copywriter
Search Engine Optimization, digital copywriting, direct mail marketing, brochures, resident interviews and overall brand building for Erickson Living.
- 2008 - 2009* CAMPBELL-EWALD
Warren, MI
Jr. Copywriter
Writing for new business endeavors, internal communications, creating and writing bio books, script writing, case study videos, concepting and team building.

REFERENCES

AVAILABLE UPON REQUEST

EDUCATION

Central Michigan University
Mount Pleasant, MI
2003 - 2007
Bachelor of Science,
Journalism/Advertising

SKILLS

- Copywriting
- Concepting
- Mentoring
- Content Editing
- Collaborating
- Creative Thinking
- Self-Motivation
- Flexibility
- InDesign
- Photoshop
- MacOS
- Windows
- Word Press
- Microsoft Office

PORTFOLIO

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