

KARIANNE YACKLE

www.whoisspark.com

989.854.0623

EXPERIENCE

2013 - Present

COMMONWEALTH – A MCCANN
ERICKSON COMPANY

Detroit, MI

Copywriter

Writing for Chevrolet on a multitude of platforms including digital, traditional, catalog, retail, promotions and CRM.

2012 - 2013

GOODBY, SILVERSTEIN & PARTNERS

Detroit, MI

Writer

Global content development, content editing, CRM, digital, radio, catalog and traditional writing for all things Chevrolet.

2010 - 2012

ERICKSON LIVING MARKETING

Baltimore, MD

Copywriter

Search Engine Optimization, digital and traditional 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.

EDUCATION

Central Michigan University
Mount Pleasant, MI

2003 - 2007

Bachelor of Science,
Journalism/Advertising

SKILLS

- Copywriting
- Concepting
- Storytelling
- Branding
- Content Editing
- Collaborating
- Microsoft Office
- InDesign
- Photoshop
- MacOS
- Windows
- Word Press
- Blogging
- Social Media

FUN FACT

My last name is pronounced
"YAKE-lee."

REFERENCES

AVAILABLE UPON REQUEST