
EMPLOYER & RESPONSIBILITIES

Sky Advertising

Tourism, retail and non-for-profit specialists

668 S. Patrick Drive, Satellite Beach, FL 32937
(321) 777-0140

Full Time July 2014 • Current

United Way of Brevard

Helped refine and standardize the tone and messaging throughout communications with a successful multi-year strategic plan- over \$6 million campaign.

Brevard Zoo

Refined traditional advertising and digital presence to be competitive with national peers who have larger marketing budgets and teams.

Ron Jon Surf Shop

Established and executed their first calendar for online advertising. Effective results built client trust and greater in-store sales.

Ferebee Lane + Co.

Luxury brand advertiser

201 West McBee Avenue, Greenville, SC 29601
(864) 370-9692

Freelance June 2012

Full Time July 1, 2012 • March 19, 2014

BMW

Led the creation of touchscreen employee training programs that improved awareness of company initiatives, employee safety and ways to improve product quality. Proposed needed improvements to areas of BMW's North America museum and finished the refresh of the motorcycle exhibit.

Le Creuset

Provided detailed oriented print materials, e-newsletter and in-store experiences for this colorful cookware.

Michelin

Augmented sales of Michelin Travel Guides in the United States through Tasting Table banner ads, email and chef event materials.

Abelson Taylor

Largest independently owned pharmaceutical advertising agency

33 West Monroe Street, Chicago, IL 60603
(312) 894-5500

Freelance September 27, 2010 • November 7, 2010

Full Time April 4, 2011 • February 26, 2012

Significant contributions to taking a highly regulated advertising segment into the digital age.

EVE iPad Platform

Led a design team on Abelson Taylor's pilot program for standardized digital sales aids that maintained brand individuality, created a streamlined system for the operator and offered call tracking as well as embedding an easy way to follow up with key materials.

Inspiration Bio-pharmaceuticals and Tarceva

Coordinated the creation of multi-media convention booths to raise awareness and gather data for opt in communications.

Other client experience

Abbott, Amgen, AndroGel, Effient, Genomic Health, Kaletra, Nesina and multiple new business pitches

Fathom Communications

Trucking focused

200 East Randolph Street, Chicago, IL 60601
(212) 817-6600

Freelance August 3, 2010 • September 15, 2010

Freelance November 3, 2010 • April 1, 2011

CAT Truck Launch

Concepted new product launch print, video, website, web banners, blog, spec sheets, external store signage, event banners, truck stop event components and guerilla advertising.

International Trucks

Created various vehicle materials: videos (with CGI), event bus wrap with CNN coverage materials, ads, web updates, collateral and assisted on the pitch to expand advertising into Mexico.

FCB

Multi-channel brand experience

101 East Erie, Chicago, IL 60611
(312) 425-5000

Intern June 15, 1998 • May 2000 (graduation)

Full Time May 2000 (graduation) • June 15, 2010

John Deere (6 year client)

Created award winning direct mail campaigns for consumer, business-to-business, and government communications. Co-created John Deere Ad Express: dealers could create customizable ads, postcards and direct mail with hundreds of vehicles and offers. Created direct television for John Deere Gator Utility Vehicles and residential lawn mowers.

ADM

Established the company's collateral system, polished government communications and helped create award winning annual reports.

Dow Chemical Company

Part of the group that overcame past pr issues by developing the Human Element Campaign. Flowed messaging about every individuals' ability to create a better tomorrow through campaign materials and on campus awareness materials.

MilkPEP

Our processor education program harnessed the power of a cohesive message across four different agencies pr, brand, in-store/online and Hispanic marketing.

Other client experience

ADA, BlueCross BlueShield of Florida, Boeing, Brinks, DOW, Flector Patch, Glade, Hampton, Jack Daniels, KFC, MoneyGram, Quest, State Farm, Stelara, USPS and new business pitches

TRACY POGWIST PHILLIPS

tracypogwistphillips.com

tracypogwistphillips@gmail.com
m (773) 332-3533

356 Dorset Drive
Cocoa Beach, FL 32931

EDUCATION

Columbia College Chicago

600 S. Michigan Avenue, Chicago, IL 60605
(312) 663-1600

Full Time Sept 1996 • May 2000 (graduation)

Bachelor of Arts

Graphic Design (advertising electives)

Accolades

Dean's List for academic achievement all four years

Daily use software

Adobe: Photoshop, InDesign, Illustrator Microsoft: Office

Digital Bootcamp

25 West Hubbard Street, Chicago, IL 60654
(312) 245-2900

Classes 2010

Program

Web development HTML, CSS and Java
(not a full time programmer)

CLUB AFFILIATIONS

American Advertising Federation

2013-2014 Greenville Twist Co-Chair
2014-2015 Orlando Events Co-Chair
Organized networking events for the advertising community.

2016 Addy Awards judge Daytona, FL
2015 Addy Awards judge Jacksonville, FL
2014 Addy Awards judge Lakeland, FL

The Executives' Club of Chicago

Designed advertising materials to support meet-and-greet luncheons that featured different speakers.

Atlanta Interactive Marketing Association (AIMA)

Member

REFERENCES

Matt McLain

(913) 424-5829
mattcmclain@gmail.com

was Creative Director/copywriter at Ferebee Lane + Co.
We collaborated on BMW communications.

Helen Trbovic (human resources)

(312) 894-5774
helen.trbovic@abelsontaylor.com

All employee recommendations must go through Abelson Taylor's human resources office. Annie Barton was my supervisor.

Cory Kammer

(630) 605-1813
cory.k@mac.com

was prior Creative Director at FCB, on the John Deere account and most recently was the Global Creative Director on the International Truck account at Fathom Communications.

COMMUNITY SUPPORT

Habitat for Humanity with Holy Name of Jesus

Roland Cook, (321) 725-5624

2015 Cocoa home build.

Visit Anderson

110 Federal Street, Suite 8, Anderson, SC 29625
(877) 282-4650

Freelance 2014

Small advertising projects to inspire tourism.

Renegades Baseball (Bright Marketing)

815 Bluff Street, Glencoe, IL 60022
(847) 431-2800

Freelance 2010-2014

Helped raise over \$20,000 to support field, equipment and expenses for the 11-14 year olds traveling team. The fields are located at Maryville Academy, a school that helps redirect troubled youths.

Off the Street Club

Participated in Third Thursdays mentor programs.

EarthShare

Designed materials to support environmental fund raising.