

# christine allard

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## clients

24 Hour Fitness  
AAA  
American Cancer Society  
AOL  
Audi Bank  
BECU  
BlueCross BlueShield  
Bowflex  
Brasada Ranch  
Cingular Wireless  
eBay  
Excite  
Getty Images  
Hampton Inn & Suites  
Intuit/Quickbooks  
Kawasaki  
Microsoft  
Medica  
Monaco on Wilshire  
Music Buddha  
Nautilus  
Netflix  
PeoplePC  
PeopleSoft  
Town and Country Credit  
UnitedHealthcare  
Visa  
Volkswagen Bank  
Washington Mutual  
World Vision

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## education

Carnegie Mellon University  
BA Literary and Cultural Studies  
University Honors

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## accomplishments

Copywriting Instructor :  
Spring/Summer 2006 at UW  
DMA Presentation Rating: 4.2  
National Mature Media Awards:  
2 Gold Awards

Creative marketing specialist with 9 years experience in agency, in-house and consulting settings. A kick-ass personality and a successful track record of developing smart, creative solutions that achieve results. Especially skilled at identifying good ideas and elevating them to greatness. Tackles problems with a passionate, strategic approach. Incredibly resourceful and can handle multiple projects simultaneously. Proven team leadership abilities that motivate and inspire on-target, swift work. Powerful presentation skills that engage clients and prospects.

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## creative

ACD and lead writer on agency's top-billing accounts and new business efforts. Responsible for reviewing and approving client material for creative quality in concept, copy and design. Focused on both short-term, measurable results while keeping an eye on long-term goals.

Researched products, services, sales channels and competitive landscapes. Concepted original, appropriate solutions for a variety of media and budgets, including national campaigns, high-impact dimensional mailings and DRTV.

Translated many well-known, Fortune 500 brands into direct marketing efforts without compromising brand integrity or sacrificing results.

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## strategy

Created detailed marketing plans to address business goals within budget, including ROI projections. Ensured creative successfully delivered results: lead generation, subscription, upgrade, upsell, market launches, direct sales, and fundraising. Identified opportunities to improve conversion at every step of the sales cycle.

Reported on results of marketing tests and made recommendations for rollout and new test strategies. Tracked results using in-house databases and web analytics programs. Swiftly optimized programs to fine-tune strategy to improve results.

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## leadership

Directly managed a team of seven Senior Copywriters and Proofreaders. Set a high standard of quality and worked closely with the team to achieve it. Kept drama to a minimum. Hired top talent and trained new employees to hit the ground running.

Managed multiple vendors to create print ads, promotions, direct marketing campaigns, interactive advertising, and SEM campaigns.

Presented new business pitches and an all-day seminar at leading industry conferences alongside the executive team. Currently teaching a copywriting course at the University of Washington and speaking at various business training events.

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## work history

- PopCap Games . Marketing Director . 2006
- Freelance Copywriter & Marketing Consultant . 1998 - Present
- The Hacker Group . Associate Creative Director/Copy Chief . 2003–2005
- Yates Advertising . Copywriter . 2001–2002
- Seven Ten Split . Interactive Copywriter . 2000–2001
- FusionDM/Publicis Dialog . Copywriter . 1999–2000
- National History Education Network . Webmaster & Editor . 1998
- Markowitz Communications . Writer . 1997