



# MEGAN WEINERMAN

## COPY | AND MORE

My writing voice is empowering, direct, oftentimes feminine or humorous. After years of working in general, retail, interactive, promo, experiential and pharma advertising, as well as launching a retail/lifestyle brand targeted to women, I've honed my skills in ideating, strategy, and creating a brand voice that lives across all mediums.

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## WORK

### 1/06 - Present: Freelance

Schawk: lordandtaylor.com, claires.com, Bloomingdales  
DraftFCB Chicago & NYC: Wheat Thins, Gevalia coffee, new business pitch  
Pivot Point Beauty School: print and collateral  
WGN radio: radio scripts for various clients  
Razorfish: Kraft  
Faust: Roosevelt University  
Wirestone: new business pitch  
Peapod.com: print ads and collateral  
Walton Isaacson, NYC: Pond's  
Colossal Squid: Kmart  
Blue Sky: Kraft  
JWT: Skinny Cow, Illinois Department of Tourism, GoodNites  
GSW-W, OH, PA & NYC: Clinique Medical, Actemra  
Saatchi & Saatchi X: Frito Lay  
Anthem: Huggies  
GSP Marketing: Votre Vu, Stock Yards  
Leo Burnett: Tampax  
ARC Worldwide: hallmark.com, beneful.com, friskies.com  
Whitman Hart: sears.com, swissarmy.com  
ProActive: new business pitches  
G2: Target, Jim Beam  
Brian Reyes: spring press release and bio  
jugular, NYC: Plaza Too Shoes  
OgilvyOne: suave.com  
Wunderman: butterball.com  
Brandscope: TRESemme  
Haggin Marketing: Bed Bath and Beyond, Sunglass Hut  
ikram: customer mailer series

### 4/11 - Present: Writer, Technori.com, Chicago, IL

I wordsmith and edit interviews with entrepreneurial game changers in the Chicago tech start up world. Check out my articles and more at [technori.com](http://technori.com).

### 6/04 - 1/06: Creative Director, Concept and Development, Ambrosi, Chicago, IL

Sears, Fannie May Candies, FAO Schwarz, new business

### 9/03 - 4/04: Copywriter, Ogilvy and Mather, Chicago, IL

Ogilvy and Mather, Chicago, IL  
Dove, Cotton, Ogilvy Charity Drive

### 12/99 - 1/03: Co-Creative Director and Partner, SimplyShe, San Francisco, CA

Concepted, wrote and branded products about women's everyday experiences that lived on over 200 greeting cards and apparel items, 20 picture frames, three books and even a TV talk show pitch about dating and relationships. Had national press coverage, a small celebrity following and helped steer the trend of "chick lit."

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## FAME

### Print Press

Communication Arts, New York Times, People, Vogue, Teen People, Chicago Social, Chicago Magazine, InStyle, Marie Claire, Redbook, British Elle, Cosmopolitan, other national magazines and newspapers across the country.

### TV Press

Oprah Winfrey Show, The Other Half: ABC, Berman and Berman: The Discovery Channel, other local TV and radio interviews across the country.

### Product Distribution

SimplyShe products sold in more than 5,000 boutiques, bookstores and large retailers across the country including Borders, Urban Outfitters, ikram (Chicago), Tracey Ross (LA), Barnes and Noble, White House/Black Market and Amazon.com. The SimplyDog product line, inspired by the book "SimplyDog: Life Lessons That Bark," is currently in Walmart.

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## BOOKS PUBLISHED

*SimplyDog*, pub.'03  
*I Love My Hair*, pub.'02  
*Are You My Boyfriend?*, pub.'02  
*Always Look Ahead*, pub. TBD  
*TEACUPI*, pub. TBD

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## TEACH

### 5/11: Teacher, Creative Writing Workshop, Loyola University, Chicago, IL

Ran a two-weekend creative writing workshop using advertising principles on how to focus on an audience in order to influence them. Led students through a series of in-class exercises to engage in focusing attention, active listening, creativity, and the craft of writing.

### 11/2/06: Principal For A Day, Nettelhorst Elementary School, Chicago, IL

Read schoolchildren my illustrated children's book, *Always Look Ahead*, hosted an art class where I taught the students how to draw my bird character from my children's book, and had lunch with the mayor.

### 9/03-7/06: Teacher, Chicago Portfolio School, Chicago, IL

Taught a creative writing class at this advertising art school where students learn how to build a portfolio. My point was to get them to think before the "headline meets visual" stage, like who they were talking to, how they were talking to them, and what communication means.