



410 shoemaker dr • carmel, IN 46032 • 317.809.1223 • janedoman1@yahoo.com

## summary

Advertising/marketing professional specializing in concept development, copywriting and visual communications. Extensive experience as a copywriter and associate creative director at leading Chicago advertising agencies such as Leo Burnett, Cramer-Krasselt and Foote Cone & Belding. Expertise spans print and television advertising, direct mail, catalogs, collateral and web content for consumer, business-to-business and life sciences products and services. Also trained in graphic design.

## highlights

### New Business Win

Wrote and visually directed creative pitch that landed a \$20 million automotive account for the Leo Burnett advertising agency, Chicago.

### Product Launch

Created concept, directed visuals and wrote copy for marketing launch of the new ACCU-CHEK Spirit Insulin Pump System, Roche Diagnostics. This interactive kit for diabetes patients received a standing ovation at the national sales meeting.

### Market Growth

Developed new advertising campaign, featuring 2 million mailed soccer player sponges that grew big in water. The campaign headline: "It's true. Kids are like sponges. They need proper hydration to play big." Resulted in increased Gatorade sales among parents of young athletes.

### Expanded Skills

Earned a Certificate of Digital Design through a rigorous 12-month program at the Art Institute of Indianapolis. Because the majority of copywriters are not trained in graphic design, this rare skill set provides clients with a unique benefit: Being able to hire a copywriter and art director in one person.

## clients

Allstate Insurance, Beech-Nut Baby Foods, Blue Cross Blue Shield, Gatorade, DePuy Orthopaedics, Kellogg, Kraft Foods, Money Savvy Generation, Procter & Gamble, Quaker Oatmeal, Roche Diagnostics, Southwest Airlines, United Airlines.

## employment history

**Avant Healthcare Marketing**, Carmel, IN, Copy Director  
**Jane Doman Creative Services**, Carmel, IN, Creative Strategist/Writer/Graphic Designer  
**5MetaCom, Carmel, Indiana**, Copywriter  
**Foote Cone & Belding**, Chicago, Associate Creative Director  
**The Townsend Agency**, Rosemont, IL, Senior Writer  
**Leo Burnett**, Chicago, IL, Copy Supervisor  
**Cramer-Krasselt**, Chicago, IL, Senior Writer  
**Stone & Adler**, Chicago, IL, Copywriter

## software skills

Proficient in Adobe Illustrator, InDesign and Photoshop and DreamWeaver and Microsoft Word and PowerPoint. Working knowledge of Microsoft Excel.

## education

**Bachelor of Science**, Advertising, University of Illinois, Urbana, Illinois  
**Certificate of Digital Design**, The Art Institute of Indianapolis  
**Web Design Diploma**, The Art Institute of Pittsburgh, Online Division