

Leslie Anne Mcilroy

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<http://lamcilroy.com>

POSITION: Copywriter/marketer/editor for progressive businesses seeking innovative approaches and targeted, profitable ideas.

SKILLS: Computer literate (MS Word, InDesign, PhotoShop and Adobe GoLive). Exceptionally focused and quick. "Big Picture" thinking.

EDUCATION: BA in Professional Writing, Creative Writing & Philosophy with Honors, Carnegie Mellon University, Pittsburgh, PA, 1986.

PROFESSIONAL EXPERIENCE:

ADVERTISING

2003-PRESENT: **Copywriter**, Giant Eagle, Inc. Senior copywriter for internal advertising department. Currently write all Market District advertising, including 28-page monthly in-store newsletter, as well as all Giant eagle, Inc. HR pieces. In the past, wrote in-store signage, brochures, muzak, web copy, direct mail, POS, etc. for Giant Eagle banner. Work with marketing managers across LOBs to attain promotional goals and team with creative directors, graphic designers and production specialists to produce a large volume of print and media materials. Integral in the branding, introduction and promotion of new Market District stores, GetGos, and fuelperks! program. Managed Giant Eagle website rewrite/launch on an aggressive six-month schedule.

1986-PRESENT: **Freelance Writer**. PR, brand identity, collateral and marketing materials for agencies including Agnew Moyer Smith; BD&E, Brabender Cox; CO2 Advertising, The Kaiser Group; Lazor/Yost Design; Mirage Advertising; Ocreations; Roberts Communications; Spectrum Graphics; and Think Hard Design, as well as Bella Piatto Restaurant, the Charter School Project, Eat'n Park Hospitality Group; Giant Eagle Supermarkets, Inc., ImproCorp (international imaging surplus distributors), ProAdSpec (promotional products specialists); Vallozzi's Restaurants; and Vocelli Pizza.

1996-2001: **Senior Copywriter**, The Kaiser Group (Full-Service Creative Marketing Firm) Pittsburgh, PA. Worked closely with Creative Director concept through execution. Projects included radio and TV, brochures, billboards, print ads, press releases, identity packages, direct mail, etc. for clients ranging from retail, food & beverage, and high-tech manufacturers to industrial, financial and political accounts. Expertise in radio & TV production, client services, some design and print production. Clients included Atlantic Luggage, Eat'n Park Hospitality Group, CGI Telecommunications, HOSS's Steak & Sea House, Roaring Spring Paper Products, Sheetz, Source Capital, Ltd., South Hills Datacomm, Straub Brewery, Thermafiber, Uni-Mart, US Bankcorp, Schneiders & Ward Trucking.

EDITING/PUBLISHING

1997-2002: **Co-founder/Editor, HEArt** — Human Equity Through Art — a Pittsburgh-based nonprofit that used art and literature to confront discrimination through publication of *HEArt* and sponsoring of annual reading series. Responsibilities included: (1) publication of *HEArt*—the nation's only journal of contemporary literature and art devoted to confronting discrimination and promoting social justice; (2) community & educational outreach; and (3) collaboration with other peace and justice organizations working to combat discrimination. Was responsible for design, layout, selection, editing and writing of materials for journal; coordination and publicity for all events; creation of all marketing/fundraising materials including press releases, invitations, ads, programs, etc.; maintenance of HEArt website; coordination of materials for fund-raising; writing grant proposals.

2001: **Assistant Editor, Creative Nonfiction Foundation**, Pittsburgh-based nonprofit publishers of the first and largest literary journal devoted exclusively to the genre of creative nonfiction. Responsibilities included: marketing and targeted publicity of each issue; promotion of all contests/themes/scholarships; creation of all marketing/fundraising materials including press releases, ads, inserts, etc.; maintenance of web site; coordination and promotion of on-line 9/11 "Living Issue" essay board; production and dissemination of monthly electronic newsletter; coordination and promotion of educational and mentoring programs; writing and coordination of materials for grant proposals; logging of all submissions; database management; and manuscript screening.

COMMUNICATIONS/INSTRUCTING

1998-2005: **Instructor**, Poets-in-Person, Pittsburgh International Poetry Forum. Guest instructor for writing students in Pittsburgh Public Schools.
2002-2004: **Instructor**, Emerging Voices: Writing Poetry that Communicates, University of Pittsburgh College of general Studies
1989-1990: **Publications Coordinator, Academic Computing**, Univ. of Pittsburgh, Pgh., PA.
1987-1989: **Publications Manager, Consortium for Computing in Undergraduate Education**, Carnegie Mellon University, Pgh., PA.

MARKETING

1994-1996: **Marketing Coordinator, WTW Architects**, Pgh., PA. Produced all marketing materials from client newsletter through project proposals. Responsible for archiving all completed projects and writing/editing/proofing all firm communications.

PUBLICATIONS & AWARDS:

Word Press, *Liquid Like This*, forthcoming July, 2008
Winner, 2000 Word Press Poetry Book Prize, *Rare Space*, 2001
Winner, Slipstream Press Poetry Chapbook Award, *Gravel*, 1997
Finalist, Neruda Prize in Poetry, *Nimrod Literary Journal*, 2004, "Big Guns"
& "I am Light"
Finalist, *Swink* Poetry Award, 2004, "Full Price"
Finalist, Pavement Saw Press Chapbook Competition, 2004, *Mouth Noise*
"In the Third Decade of Desire," *Potpourri*, 2001, Pushcart Nomination
Finalist, Paumanock Poetry Award, 2000
Finalist, Mississippi Review Poetry Prize, 2000
Selected as one of "40 Under 40" Leaders, *Pittsburgh Magazine*, 1999
Finalist, Emily Dickinson Award in Poetry, Universities West Press, 1998
Selected as one of "Others to Watch," *Pittsburgh Magazine*, 1998
Winner, Chicago Literary Awards, *Another Chicago Magazine*, 1997
Second Place, MacGuffin Poetry Competition, 1996
Additional Publications: *American Poetry: The Next Generation*, *Carnegie Mellon Review*, *Harpweaver*, *Henry's Creatures: Poems and Stories on the Automobile*, *Larger Than Life Anthology*, *The Ledge*, *Main St. Rag*, *The Mississippi Review*, *Nimrod International Literary Journal*, *Pavement Saw*, *Pearl*, *The Pittsburgh City Paper*, *The Pittsburgh Post-Gazette*, *The Pittsburgh Quarterly*, *Potpourri* and *Red Brick Review*.

BOARD POSITIONS:

International Poetry Forum, 2004-2006
La Escuelita Arcoiris (Spanish immersion preschool), Pittsburgh, PA, 2005

References and samples available upon request.

