

# COURTNEY O'LEARY

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## PROFILE | *Storyteller. Strategist. Collaborator*

**BRAND STRATEGIST** | I discover, define, and celebrate every organization's unique story. I pitch ideas, bridge connections, and brainstorm solutions. My aim is to transform client visions into dynamic marketing content that maintains company brand and style while being concise and compelling.

**SENIOR COPYWRITER** | I translate technical language into approachable consumer ad copy, succinctly condense information overwhelm into clear takeaways, and ensure accurate, consistent messaging for multiple platforms and diverse markets.

**NICE HUMAN** | Reliable and straightforward, I get the job done on time, on budget, and with creativity. I appreciate the personal connection, thanks to strong extroverted tendencies and a dash of charisma. I value joy, authenticity, and the satisfaction of producing exceptional work.

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## SENIOR AGENCY COPYWRITER | 2023+. *Current partnerships include:*

### DESIGN IN MIND | *Silicon Valley marketing agency partnered with publicly traded tech brands*

- Created punchy ad copy for double page spread and various sized digital ads for ChargePoint, which operates the world's largest online network of independently owned EV charging stations currently in 14 countries.
- Ads featured in *Car and Driver Magazine*, with a monthly print circulation of 687,235 and on CarandDriver.com with 11.1 unique monthly visitors.

### MURMUR CREATIVE | *PNW B Corp full-service agency with top-tier F&B and lifestyle clients*

- Lead branding, voice, tone, and website copy for naming and category creation of Wild Alaska Sole, plus the world's first educational for-profit organization now promoting it.
- Lead branding copy for Oregon's largest realtor association of 19k+ members, focusing overly broad brand to one of clear leadership, accessible community, and indispensable support.
- Brand copywriter for Florida Crystals, providing four pithy 30-second scripts examples highlighting product's regenerative agriculture, with three different key narratives of quality, accessibility, and impact, in consumer-friendly tone.

### SBD AGENCY | *Portland-based boutique home and design agency*

- Successfully pitched change-resistant architectural firm necessity of their first complete branding campaign in 25+ years.
- With comprehensive brand knowledge, staff interviews, and market research was able to garner approval for a cohesive mission, vision, and internal values on first draft.
- Created voice and tone firmly positioning company's language, implemented USPs for customer-facing communication, and applied custom social media and reel guidelines to establish greater brand clarity and presence online.

### UPSWEPT CREATIVE | *Online marketing agency hyper-focused on small PNW businesses*

- Consolidated and streamlined overwhelmingly dense website for Oregon Center of Nursing into clear and comprehensible copy.
- Helped clarify and focus overall messaging for Culture Shift Consulting website that lacked easily distinguishable purpose.
- Took complex concept of Lead-to-Learn PBL Solutions and segmented into easily digestible, concrete examples.

## **RECENT CLIENT PROJECTS | 2019-2024**

### **SALTYLAMA | *Sustainability focused home goods start up***

- Part of the global creative team in 2023 for USA's fastest growing eco-friendly laundry detergent.
- Pitched, developed, and produced virtual company's re-branding while leading copy production for diverse channels including POP shelf talkers, video scripts, Walmart.com text, and Amazon PDP.
- Produced prolific content for multiple digital sale touchpoints that all experienced positive growth with Instagram and FB increasing from 6k to 20k, LinkedIn from 9k to 17,500, and weekly direct marketing grew from 3k to 9k subscribers.

### **SUSTAINABLE PURCHASING LEADERSHIP COUNCIL | *Global B2B non-profit***

- Strategic brand overview of member-based including discovery and board and staff interview process, creation of brand standard guide, and review of and suggestions for organizational structure and offerings.
- Created and executed annual communication plan with outlines of cadence and channels for social media, newsletters, and direct member communications.
- Drafted, edited press releases, media invites, and implemented multi-stage PR timing for three country-wide annual events along with marketing content for sponsor and partner promotion.

### **BARCO | *Publicly listed B2B technology multinational***

- Distilled complicated information from technical and jargon-heavy industry into consumer-friendly and internationally accessible content.
- Produced engaging online content for diverse global audience with established templates and rigorous legal feedback. Formats included elaborate multi-page customer stories, press releases, internal newsletters, and media invitations.

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

### **FREELANCE JOURNALIST, EDITOR, CONTENT PRODUCER | 2009-2018**

- Wrote and published 100+ articles and advertorials for over 20 consumer, B2B, and lifestyle outlets with cover stories, section features, and columns including *Dallas Morning News*, *Bust Magazine*, and *Charleston City Paper*.
- Content producer for 10+ European marcom agencies with projects including branding overhauls, website wireframes, traditional print brochures, and e-newsletters for clients including AB InBev, Belgium's Tourist Office, BNP Paribas, Cargill, NorthGateArinso, Qatar's National Library, Samsonite, and Tessengerlo.
- Subeditor, deputy editor for magazines, websites and newspapers, both print and online. Helped launch e-magazine.

### **COMMUNICATIONS DIRECTOR, Oldways and Whole Grains Council, Boston MA, 2005-2007**

- Designed and implemented annual strategic marketing and event-specific PR plans for 25+ international events including national book launch, food industry conferences, educational symposiums, annual member meetings, press conferences, and product launches.
- Organized and led press tours, provided interviews, and hosted panel discussions. Press coverage including *Time*, *MSNBC*, *USA Today*, *New York Times* and *Associated Press*, increased in first year from 176 media hits to over 550+ articles in second year.

### **MARKETING DIRECTOR | Killington Chamber of Commerce, Vermont, 2004-2005**

### **PUBLISHING MANAGER | PlaneTree Self-Publishing, London, UK, 2002-2003**

### **BACHELOR OF ARTS | English, College of Charleston, Charleston, SC, 2001**

### **FUN FACT | Director Women's March on Washington, Charleston, SC, January 2017**

### **FUN FACT | Gent GoGo Roller Derby team founder, Belgium, 2009**