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WHO AM I?

A copywriter and digital content manager seeking professional full-time positions in Chicagoland. Experienced with the Adobe Creative Suite, HTML, concept development, marketing strategy and rebranding.

WHAT HAVE I ACCOMPLISHED?

TUNGSTEN-74

Freelance Copywriter; Royal Canin

2013-2014

Developed emails, web content, in-store events and brand books to reposition Royal Canin as a warmer brand. Built source libraries to increase the speed and ease the costs of creative development.

MRM WORLDWIDE

Copywriter; General Motors, GM Card, Zipcar, Capella University, Dow, AAA, University of Michigan Healthcare

2011-2013

Produced customer relations content, which included redeveloping the GM Card Earnings Update e-newsletter — increasing the readership to 2 million. Rebuilt gmcard.com from the ground up, developing a more youthful brand voice. Created Facebook posts and contests, which exceeded engagement expectations. Developed new products to expand the customer audience and reposition GM Card as the loyalty card for all four GM brands. Pitched new business — including AAA, Capella University, Dow and Zipcar.

LOWE CAMPBELL EWALD

Exhibit Support

2011

As a guerilla marketing street team for the OnStar “Push On” campaign, we provided branding presence and sweepstakes information directly to the customer base. Utilizing ninja-like sneakiness, we covered thousands of GM vehicles throughout Houston in branded creative over a three-month period.

WHERE DID IT ALL BEGIN?

MICHIGAN STATE UNIVERSITY

3.67 GPA

Bachelor of Arts Degree in Advertising with Honors

Graduation: May 2010