

Olivia Howe Writer

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775.934.3230

Experience

Associate Naming Strategist

Siegel+Gale, New York
August 2019 – present

My primary role is to create fresh and simple names for brands, while applying the principles of brand strategy. I analyze global language etymologies and structures, construct creative names and flexible naming strategies, write brand and product taglines, conduct thorough research audits, design client presentation decks, and manage the S+G Naming social media account. Clients: ADP, American Express, Carrier, Equinox, GE, Hulu, KPMG, Penske, Raytheon

Creative Director, Copywriter

NSAC, University of Oregon
May 2017 – May 2019

Directing a team of over twenty in creating two award-winning integrated advertising campaigns, I led all copywriting and presentation efforts. I wrote scripts for digital spots, taglines, social posts, and copy for all executions. As creative director, I also led creative ideation, streamlined strategy and creative teams, wrote the final pitch book, and wrote and coordinated the final twenty-minute pitch.

Writer and Host

Good News: A Podcast
January 2018 – July 2018

I wrote scripts and segments for a twenty-minute weekly podcast, conducted thorough research into current and local events in search of positive news stories, directed advertising efforts, and co-hosted recordings.

Advertising and Marketing Intern

Lane County Events, Oregon
Summer 2017

I coordinated advertising initiatives, wrote and edited copy for marketing pieces, curated and scheduled social content, and learned the fundamentals of working in a rigorous, professional environment.

Staff Writer

The Black Sheep Online, Oregon
October 2016 – June 2017

Leading the team with top click-engagement, I wrote weekly articles that were topical and specifically relevant to the local university, writing in a humorous tone and using satire to comment on current university discourses and issues.

Education

University of Oregon School of Journalism, 2019
B.S. Advertising, Minor in Political Science

Skills

Brand strategy, B2B and B2C strategic messaging, Brand/product naming, Creative copywriting (taglines, slogans, general and social copy, scripts), Presentation skills and deck building, Social media strategy, Writing and copy editing, and (of course) Adobe Creative Suite and Microsoft Office.