

# Shannon Flood

## Senior Copywriter

shannonflood.com  
shan.flood@gmail.com  
612-750-6291

I'm an ambitious, creative professional building a career in advertising, marketing, branding, and entertainment. I stand out in this competitive industry by crafting high-quality deliverables with style and clear communication. All my opportunities so far can be traced back to gratitude and guts. I operate from a place of radical optimism and sincere empathy. My courageous personality and solution-oriented mindset are instrumental in production.

### **Experience:**

Shannon Flood  
Senior Copywriter

January 2020 - Present

I collaborate with boutique agencies and businesses to complete creative works for branding, packaging, eComm, and advertisement. Clients include Parle Agro, Good Culture, Bombas, HidrateSpark, Flourish Pets, and Mayo Clinic.

Grey

Senior Copywriter

August 2023 - February 2024

I primarily worked on the P&G team as a client-facing creative writer for Crest + Oral-B, Gillette Venus, Pantene, Dawn, and Cascade, as well as Hostess, Voortman, WSA, and new business pitches.

Heinrich Marketing

Copywriter

September 2021 - February 2023

I delivered strategic creative for Humana, Kroger, ANB Bank, and Wyoming government agencies.

GTB (JWT)

Copywriter

April 2016 - January 2020

I serviced Ford as a copywriter and client-facing creative for their dealer association. I successfully wrote national campaign commercials while managing multiple coexisting advertising and marketing projects for seasonal and region-specific. Also, I created revenue-generating campaigns and content for brand partnerships with professional sporting events, teams, players, and coaches.

Grit

Freelance Copywriter

December 2015 - June 2018

I worked on Conagra and Cresco Labs and devised the name WreckTangle for Woodward's modular ninja-inspired kid obstacle challenge course.

Legwork Studio

Freelance Copywriter

February 2016 - March 2016

I wrote the script for the animated video featuring and read by DeMar DeRozan for the Nike, "SNKRS XPRESS." A one-of-a-kind sneaker destination made from a streetcar that ran through downtown Toronto's streets during the 65th NBA All-Star Weekend.

Tuff Shed

Freelance Copywriter

September 2015 - February 2016

In collaboration with their in-house team, I composed content using the tiny house movement as a lens to encourage customers to explore avant-garde ways to use their products and view their brand.

Merkle (gyro)

Contract Copywriter February 2015 - July 2015

B2B campaign writing for Ice-O-Matic, Kimberly-Clark Professional, Johns Manville, DINGO Software, and DCP Midstream. Received The Fifty Award from the Denver Ad Club for our work in the campaign "Listen to Your Body."

Lemonāde

Freelance Copywriter

August 2015 - December 2015

I supported the ambitious startup agency's launch by collaborating with the creative director and their client, Writey, a Mark Cuban company.

Amélie Company

Intern Copywriter

November 2014 - February 2015

Authored the script for CDOT's safety initiative, "Zero Deaths." Created campaign copy for Western State University and content for Delta Dental.

Aspen Art Museum

Freelance Copy Editor, Proofreader

August 2013 - September 2013, April 2014 - May 2014

The museum hired me to review and improve the copy for in-house publications for exhibit artists Monika Sosnowska and Shigeru Ban, the new museum's building architect.

### **Education:**

University of Minnesota Twin Cities, MN - Bachelor of Arts, English, 2013

Focus: Creative Writing (non-fiction/technology and science)