

JIM MILKE

Senior Copywriter / Associate Creative Director

553 Columbus Avenue, #2 / Boston, MA 02118 / t: (617) 247-0596 / c: (617) 955-6269 / jamesmilke@gmail.com

2012 - present
FREELANCE
Boston, MA

Principal

Provide copywriting and/or creative director expertise in websites, advertising, branding, direct mail, collateral, editorial, & public relations.

2011 - 2012
WAYFAIR
Boston, MA

Copy Manager / Sr. Copywriter

Led, managed and oversaw all Wayfair-branded website copy, banner advertising, online promotions, weekly email campaigns, and end-to-end CRM materials for the largest online-only home furnishings retailer in the US. Also served as a consultant to Wayfair in the UK and Germany; as well as AllModern.com and Joss & Main.

2009 - 2011
FREELANCE
Boston, MA

Principal

Provided agencies and clients with electrifyingly, authentic and meaningful multi-channel communications that inspire new customers and strengthen old loyalties to deliver response rates of up to 70%.

Digitas, Ally Bank, GMAC Mortgage, GMAC Auto, Smartauction, Brave (financial services) account, Sweatmonkey, Noblehour, LIV Therapy, IMN, Marodyne, Tivoli, Ruben Perloti, Liberty Mutual

2006 - 2009
**CROSS COUNTRY
AUTOMOTIVE SERVICES**
Medford, MA

Senior Copywriter

Led copy department to create ad campaigns, direct mail, collateral, and end-to-end CRM materials for CCAS and their client roster of private-label roadside assistance programs.

BMW, Jaguar, Lexus, Mini Cooper, Mercedes-Benz, Subaru, Toyota, Volvo, Costco, Chrysler, Nationwide Insurance, Farmers Insurance, HSBC, Wells Fargo

2000 - 2006
FREELANCE
Boston, MA

Principal

Avon Skin Care, Dunkin Donuts, Timberland, New York Magazine, Marshalls, TJMAXX, A.J. Wright, HomeGoods, Staples, Genzyme, Pfizer, Dictaphone, Hallmark Healthcare, Fenway Community Health Center, MetroWest Community Health Care Foundation, Wellesley College, Everbank.com, GeoDeck, Hartney Greymont, Inn at Harvard, Muzi Motors, Northland Job Corps, AC Tech, Caterpillar, Celarix.com, Clarendon Hills Winery

1998 - 2000
**HILL HOLLIDAY /
ZENTROPY PARTNERS**
Cambridge, MA

Senior Copywriter

Created award-winning websites and integrated advertising campaigns.

BankBoston, Big Brothers of Greater Boston, Broadwing.com, Great Plains Software, GTE Internetworking, Hill Holliday, Lotus Software, NEC Monitors, PricewaterhouseCoopers, Freedom Trail, Union Bank of Switzerland, UPS Olympics, Wang Global, Wisk, Yet2.com

JIM MILKE

Senior Copywriter / Associate Creative Director

553 Columbus Avenue, #2 / Boston, MA 02118 / t: (617) 247-0596 / c: (617) 955-6269 / jamesmilke@gmail.com

1996 - 1997
BRONNER SLOSBERG
HUMPHREY
Boston, MA

Copywriter

Teamed with account management and Art Directors to create high-yielding direct mail campaigns.

AT&T Local Service, AT&T Universal Card, AT&T Universal Rewards, Mother Caroline Academy

1992 - 1995
WEISS, WHITTEN, STAGLIANO
New York, NY

Junior Copywriter

Wrote print, collateral and radio advertising for agency clients.

Aer Lingus, Armani Exchange, Bass Ale, Boyd's of Philadelphia, Bucks County Coffee, Bulova, Cole Haan, Guerlain, Overseas Tourism Ministry of Ireland

AWARDS

HATCH AWARD, GOLD

Hill Holliday website

HATCH AWARD, BRONZE

Freedom Trail website

ONE SHOW INTERACTIVE, MERIT

Lotus ad campaign

ONE SHOW INTERACTIVE, MERIT

Wang Global ad campaign

EDUCATION

SCHOOL OF VISUAL ARTS
New York, NY

Advertising Copywriting

UNIVERSITY OF VERMONT
Burlington, VT

Bachelor of Arts, Economics

L'UNIVERSITE DE NICE
Nice, France

Certificate, European Economic Community

References available on request.