

ERIN HUFFSTUTTER
COPYWRITER

Where Has She Been?

Copywriter & Brand Manager, Advanstar Communications

- Responsible for all advertising, PR and promotional copywriting, including: print ads, brochures, websites, web banners, direct mail, collateral, press releases and some editorial
- Managed Creative Department, staff of four graphic designers

Copywriter, Davis-Elen Advertising

- Clients included: McDonald's, SoCal Toyota Dealers, Knott's Theme Park, BMC Software, Secure Horizons, Pacific Dining Car Restaurants, Hollywood & Highland

Freelance Copywriter, Various Projects

- Clients included: Paul Mitchell Styling Products, LA Times Classifieds, Ralph's Supermarkets, Boomers! Entertainment Parks, Glidden Paints, World Shoe Association

Advertising Student, Art Center College of Design

- Learned to: get conceptual, write visually, pal around with art directors, ignore snobbery

B.A. Psychology, UC Santa Barbara

- Learned to: read people's minds, understand consumer motivation, study with a hangover

What Else?

Stuff About Me: I laugh much, smile more, dig my job, read anything, sing terribly in the shower, play lots of softball, rely heavily on the delete button, am always down for a good happy hour

Skills: Mac, PC, MS Office Applications, Quark, some Adobe

Available On Request: Radio reel, personal and/or professional references

Where Is She Now?

(949) 293.2359
www.erinwrites.com
erin@erinwrites.com