



ADAM REYNOLDS
COPYWRITER

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OBJECTIVE

Develop clear and engaging creative direction that strengthens great companies and brands

QUALIFICATIONS

Motivated, award-winning copywriter with over ten years' experience in Fortune 100 companies. Strong creative vision combined with rational and logical skills. Significant success in delivering breakthrough results through unique executions. Passionate mentor who influences diverse, cross-functional teams to achieve objectives and meet critical deadlines in an ever-changing environment.

STRENGTHS

Strategy, broadcast, print, talent casting, presentation, branding, agency partnerships, team building, and celebrity relationships

EMPLOYMENT

Little & Co. (Minneapolis, MN), Copy Director, August 2009–May 2010

- // Microsoft: Prepared Microsoft for its Office for Mac 2011 global launch by creating messaging frameworks and a copy library to be used worldwide
- // Target: Took ownership of Target Pharmacy marketing materials, and helped the agency win multiple Target GiftCard designs over Target's inHouse studio
- // Way to Grow: Helped lead the creative development behind a new brand identity, brand voice, positioning statement, website redesign, and fundraising event for this leading early learning advocate and provider
- // Landscape Structures: Strengthened client/agency relationship through the collaboration and development of a new advertising campaign and magalog series that showcased Landscape Structures' company pillars
- // Le Clos des Sources: Created multi-language business cards, brochures, and website to attract local and foreign tourists to this Tours, France, bed and breakfast
- // MCAD: Wrote an online RFP response that helped Little & Co. secure the MCAD.edu redesign project

Target Corporation (Minneapolis, MN), Copywriter, 2006–June 2009

- // Helped lead, manage, and position Target GiftCards as the world leader in gift card design—earning over \$1B in annual sales, numerous national awards, and US patents
- // Developed strong partnerships with agencies and production studios, including Warner Brothers, DreamWorks, Hasbro, Radium, Wieden + Kennedy, PMH, Catalyst, Babble-on-Recording, Black Design, Knock, Little & Co., and Make Visual
- // Leveraged strategic alliances between merchants, marketing planners, in-house creative and external agency partners to hit marketing objectives that produce substantial results
- // Repositioned Target's B2B GiftCard business to be a leader in incentive programs
- // Created strategy and brand voice as lead writer on Back-to-College and Club Wedd bridal registry campaigns, including catalog, print, in-store communications, broadcast, and events
- // Developed strong in-store marketing that transformed the Hardlines division (garden, home, auto) and made shopping easier for guests
- // Framed Target's 2009 holiday campaign through in-store marketing, product development and naming, and exclusive designer branding
- // Initiated "Spark" inspirational speaker series for Target's creative team members. Past speakers: Richard Tait (Cranium), Eric Ryan (Method), John Stevenson (Kung Fu Panda Director), Wendy Keys (Milton Glaser Documentary Director), and Gardner Design.

Marshall Field's (Minneapolis, MN), Copywriter, 2000–2006

- // Creative consultant and lead writer on high-profile projects, including Glamorama, Day of Music, Flower Show, Paris Flea Market, back-to-school, and seasonal campaigns
- // Ownership of all Marshall Field's in-store visual campaigns
- // Creative representative for interactive, television, radio, print, in-store signage, window displays, pitch kits, packaging, and direct mail
- // Lead writer for fields.com re-launch, e-mail blasts, and page refreshes

FREELANCE

Pepperidge Farm, Lakes Area Realty, Southwestern Remodeling, Make Visual, Friedman's Home Improvement, Strategic Fundraising, McDonald's (DDB, Sydney, Australia), Bolder Options, Free Bikes 4 Kidz

EDUCATION

University of St. Thomas (St. Paul, MN), B.A. Journalism–Advertising, Minor: Graphic Design



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AWARDS

AIGA, Telly Awards, Minneapolis Show, Retail Advertising Conference (RAC), Pellegrine Award, Big Idea Award, Élan Awards

RECOGNITION

// Oprah: "Greatest Gifts" episode, 2007–Target GiftCards
// How, Print, Graphic Design USA, CMYK, and ID magazines, Wall Street Journal, New York Times, Entertainment Tonight, and WCCO radio (MPLS)
// Guinness Book of World Records: "World's Largest Box of Chocolate"
// Patents for Target GiftCards: Approved, 5; Pending, 20
// Personal video project honored as the Top 43 comedy video on YouTube.com

INVOLVEMENT

// Bolder Options youth mentor, 2007–Present
// Target Volunteers, 2006–2009
// University of St. Thomas guest speaker, Introduction to Copywriting class
// St. Anthony Northeast Condominiums board member, 2006–2008