

# Jeffrey Pfaller

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# Content Strategist and Copywriter

## The Experience

### VP, Content Strategy Director at Leo Burnett Group

February 2010 - Present

I led the content team at the Leo Burnett Group. We collaborate with creatives and brand teams on many blue chip brands across a variety of content efforts: content marketing, eCommerce content, social media and other digital properties.

- Grew team from one to twenty for existing and new clients
- Mentored and coached a high performing team of strategists and managers
- Led innovation, learning, process, structure and team growth efforts
- Started new agency practice, Content Management

### Senior Content Strategist at OgilvyOne

October 2006 - February 2010

I was responsible for leading the content strategy and copywriting effort for all things Allstate.com. While keeping in mind the overarching goal of streamlining conversions and reinventing a 75-year-old brand online, I also drove the strategy and execution of projects from start to finish.

- Optimized, re-architected and developed dynamic copy for a rich insurance quoting application
- Created and produced 4 distinct personalities for an integrated video experience in a Web 2.0 app
- Led and directed on-staff and freelance writers in developing on-brand, engaging content
- Analyzed large amounts of dry, data-driven info and converted it into useful, consumer friendly copy

### Copywriter at Ogilvy and Mather

May 2003 - October 2006

I played a much larger role in the Ogilvy Detroit office than just copywriter. As part of a lean, highly effective team, I wore the hat of a creative, an information architect and a search engine optimizer. A typical day included generating and pitching annual campaign concepts, writing copy for all kinds of interactive media and architecting optimized user flows for rich web apps.

- Wrote dynamic B2B copy for an online direct mail configurator that mails 2M pieces per year
- Concepted and wrote copy for rich media units that support national advertising
- Bridged B2B communications with B2C experiences for consumers and Dealers
- Developed fully integrated campaigns spanning multiple consumer media touch points

### Project Manager at Ogilvy and Mather

May 2003 - March 2005

I took on more responsibility than the usual project manager - pulling double duty as an interactive copywriter while I earned my chops. I gained a unique perspective on interactive advertising, learning to use new technologies to create even more powerful interactive concepts and applications.

- Managed large-scale interactive projects with long lead times and large, integrated teams
- Increased Dealer enrollment in a revenue generating direct mail program by delivering a redesigned enrollment process that simplified a complex, multi-step configuration process

### Intern at Ogilvy and Mather

Summer of 2003

By the time my project management internship was over, I took successful ownership of my own projects, concepted ideas and written copy for a campaign.

- My biggest achievement of the summer was being asked to come back as a full-time employee

## The Education

### BA in Advertising from Michigan State University

Class of 2003

- GPA - 3.78/4.0
- Honors College
- Dean's List
- American Advertising Federation
- Advertising Association
- East Lansing Film Festival - Student Leader
- Digital Media Art Showcase
- National Society of Collegiate Scholars

## Other Notables

- OgilvyInteractive was named #1 Interactive Agency by Forrester Research in 2007
- Part of the team who won an Echo Award for 360 branding at OgilvyOne
- Sports marketing internship for the 2001 Arena Football League World Champions

From **strategy to concept to execution**, my team is one of the few in the agency that **adds value at every step** of the content process. We make **everyone else on the team better**.

Be sure to check out the **Bumper-to-Bumper Basics** tool on my site. It enjoys a **66% conversion rate**, not including call center leads.

Sneak a peak at the **Ford Corporate** and **United Way** projects in my online portfolio. They're among my personal favorites and **show a range of messaging** in my work here.

Yes, **I was a project manager**. My dirty little secret. But it was invaluable, giving me a crash course on the ins and outs of not only **interactive advertising**, but an agency as well.

The advertising program at MSU was pretty slim in the creative department, so I **made my own program** by cross-pollinating traditional advertising courses with **every type of writing course** offered, along with social analysis coursework.

Still not convinced? Don't take my word for it - **see what my managers and co-workers say** on my LinkedIn profile.

Portfolio available at <http://jeffpfaller.com>

LinkedIn profile at <http://linkedin.com/in/jeffpfaller>