

Jeffrey Pfaller

957 E Grant Des Plaines, IL 60016

312.953.4808

Copywriter / Content Strategist

jeffpfaller@gmail.com

<http://jeffpfaller.com>

The Goal

I want a senior-level position creating rich, dynamic content and big marketing ideas for a world-class firm.

The Experience

Senior Content Strategist at OgilvyOne

October 2006 - Present

I'm 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 drive the strategy and execution of projects from start to finish.

- Optimize, re-architect and develop dynamic copy for a rich insurance quoting application
- Create and produce 4 distinct personalities for an integrated video experience in a Web 2.0 app
- Lead and direct on-staff and freelance writers in developing on-brand, engaging content
- Analyze large amounts of dry, data-driven info and convert 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'd taken 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

- Directed, wrote and starred in *People of Perdition*, a short film
- Directed and wrote *How to Be Ordinary* for the Tribeca Online Film Competition
- Directed and wrote *Blind* for Steven Spielberg's reality show *On the Lot*
- Actively managed two well-read blogs from 2006-2007
- 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

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>