

Laura Van Loh

Integrated Writer / Creative Director

writtenbylvl.com

310.920.0796



PHILOSOPHY

My craft is writing. My passion is developing smart strategies and turning them into tons of wickedly-brilliant ideas that resonate with consumers. Goal: Create compelling work, entice consumers to buy, increase sales and help businesses thrive.

★ ★ ★ UNIQUE SKILLS ★ ★ ★

- Develops brand strategies
- Crafts creative briefs
- Designs Information Architecture
- Implements copy proofing systems
- Manages clients & campaigns
- Contributes to art direction & design

★ ★ ★ MASTER AT CREATING ★ ★ ★

- Websites & Microsites
- Online & Mobile Ad Units
- Social Media Content
- Experiential Marketing
- Facebook Pages & Contests
- Print, TV & Radio Campaigns
- iPhone & iPad Apps
- Direct Mail
- Merchandising
- Email Blasts
- POS Displays
- Product Brochures

EXPERIENCE

Yahoo! 2009—2011

- ▶ **CLIENTS:** Internal Yahoo! Properties, including: Sports (fantasy football, baseball, basketball, hockey, racing & golf), Entertainment (omg!, The Thread, Shine, Movies, Primetime in No Time & Daytime in No Time), Small Business, Finance, HotJobs, Answers, Yahoo! Local, Travel, search marketing, mobile and display advertising.
- ▶ Developed multi-platform marketing material for the Yahoo!/Bing partnership and Yahoo!'s SCIENCE + ART + SCALE push.

Penn Digital 2003, 2007—2009 & 2011

- ▶ My advertising and marketing freelance business.
- ▶ **CLIENTS:** Kaiser, Mitsubishi, TotalBeauty.com, Theresa Kathryn laptop bags, CareMore Healthcare and Crescent Bank.

DDB & Tribal DDB 2004—2007

- ▶ **CLIENTS:** Wells Fargo, Clearwire mobile internet, Ameriquest, Savingspath.com, Bratz dolls, Full Tilt Poker, Liptini lip gloss & Nailtini nail polish, SIFE (Students in Free Enterprise) and DDB new business pitches.
- ▶ **WROTE:** National tagline for Savingspath.com "We Search. You Save."
- ▶ **GREW:** Wells Fargo merchandising billings by 23% over 2 years.

Rubin Postaer Interactive (RPI) 2002 (long-term freelance)

- ▶ **CLIENTS:** Honda cars and SUVs, *ampm*/ARCO and UNICARE health insurance.
- ▶ **LAUNCHED:** The 2003 Honda Element, Honda Pilot and the redesigned Honda Accord.
- ▶ **GREW:** Honda sales by 7.4% and increased interactive use and click-thru rates by 22%.





Saatchi & Saatchi 1999—2001

- ▶ **CLIENTS:** Toyota cars and trucks (Interactive and Traditional media).
- ▶ **LAUNCHED:** The 1st generation Prius, Sequoia, Matrix and redesigned Camry. Personally conceived and executed microsites with AD partner for the Prius, Sequoia and Camry.
- ▶ **WROTE:** Wrote new international tag line for Toyota: “What Drives You?” Modified to “It Drives You.”
- ▶ **GREW:** Toyota sales by 7.8% over 3 years and helped keep Camry the #1 selling car for 4 years in a row.
- ▶ **WON:** Belding Bowl award, twice—for toyota.com

Ketchum 1997—1998

- ▶ **CLIENTS:** Pittsburgh Pirates, PNC Bank, Blue Cross Blue Shield, Zippo and The State of Pennsylvania Biz Dev Department.
- ▶ **PITCHED AND SECURED:** Zippo lighters and Sheetz minimart accounts.
- ▶ **ACHIEVEMENTS:** Saved Blue Cross account with my creation of the national TV commercial, “Awakenings”.

Boardwalk Advertising 1992—1995

- ▶ My college freelance business that developed Greek phone directories for college students at Baylor University and The University of North Texas.
- ▶ Sold ad space, managed sales team, created ads and designed phone directory. Increased sales by 42% over 2 years.

FREELANCE

◦ The BallPark ◦ Deutsch ◦ LA Times ◦ Traffic I & II ◦ Suissa Miller ◦ McElroy ◦ Teleflora ◦ Seiniger

EDUCATION

The Creative Circus – Atlanta, GA • Graduate 1997

Graduate degree in Writing/Advertising.

Portfolio Center – Atlanta, GA • 1995—1996

Began grad school education here, then transferred to The Creative Circus.

The University of North Texas – Denton, TX • Graduate 1994

Bachelor of Science in Journalism, double minor in English & Marketing.

UCLA – Los Angeles, CA

Writers’ Extension Program. Classes in sit-com, short story, humorous prose and screenplay.

MAC

Wizard in Word, obviously. Art Director’s love me because I’m great in InDesign, Photoshop & Illustrator and have a great eye for design. Learning Dreamweaver.

AWARDS

Belding Bowl – Toyota.com 2000, 2001

Wells Fargo Merchandising – Pony display award 2005

Best of Copywriting – The Creative Circus 1997

PASSIONS

Reading, writing, but not arithmetic. Playing softball with the Ad League of LA. Batting Cages. Road trips. Swimming in SMC’s very warm pool. Snowboarding in Mammoth. Running. Sailing. Learning Jujitsu. Backyard BBQ’s. Going green. My hummingbird-hunting cat, Jack. And keeping my garden alive.

CONTACT

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