

# JUDI CUTRONE

W R I T E R

## CONNECT

she/her/hers

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310-801-0276

## EDUCATION

BA Communication - Writing

American University

## INTERESTS

organizational psychology

baking & ice cream making

bbq (making/eating)

pop culture

comedy

podcasts

being a traveler

(not a tourist)

## ICE BREAKERS

> created a viral video in 2007 that inspired Beyonce's "Single Ladies" video

> my SXSW presentation was about *Seinfeld* and modern technology

> volunteer crisis counselor with Crisis Text Line

> director of improv troupe in college (this is either great news or terrible news)

## HI.

Though my professional experience is grounded and informed by my years as a digital strategist, I'm a writer first. Writing is usually a solitary endeavor and I've loved being able to collaborate with smart, creative, empathetic people and mentoring junior creatives. I'm adaptive, resilient, kind and not afraid to have a hard conversation.

Let's make stuff together.

## EXPERIENCE

### Hawkeye | Jan 2022 - Present

Creative - Writer

Current clients include Google, Sparkling Ice, REI, Valvoline, Pfizer, Be the Match and FedEx.

### VIA | 2012 - 2022

Creative - Writer (6 yrs)

Creative lead for Lowes and FLEX. Clients include ARM & HAMMER, Golden Corral, T. Rowe Price, Three Olives Vodka, 1800 Tequila, CertainTeed, Stonyfield Organic

Sr. Social Media Strategist (3 yrs)

Social media manager for Perdue Farms. Oversaw social and digital marketing initiatives for Three Olives Vodka, 1800 Tequila, Welch's, SharkNinja, and Unilever brands (Klondike, Vaseline)

*Accolades: Gold Midas, Hatch, Archive, The One Show*

*Member of Equity, Diversity & Inclusion Team (Awareness & Education)*

*Member of Wellness Committee*

*Panel presenter & speaker at SXSW (2014)*

### Freelance | Chicago | 2011 - 2012

Digital Content Manager & Copywriter

Managed grassroots social media marketing programs for clients while managing a reputable food blog called *Some Kitchen Stories* with photographer/designer Nicole McQuade (featured on PBS, BuzzFeed, Huffington Post).

### Otherwise Inc. | Chicago | 2009 - 2011

Social Media Strategist & Sr. Copywriter

Website content, brochures, advertisements, identity development and brand strategy. Clients: Ritz Carlton Residences, Kellogg Foundation, Women's Health Foundation

### Creative Coordinator & Copywriter, Diamond Creative | LA | 2006 - 2009

### Talent Assistant, The Chasin Agency | LA | 2004 - 2006