

thomas e. mccracken

WORK

copywriter

freelance // sept 12 to present

i create thoughtful content that tells a compelling story and engages an intended audience.

specialties: brand voice, branded content, ad concepting, web, social, email, and seo.

brands: amazon, google, youtube, nike, the north face, adidas, dakine, columbia sportswear, arc'teryx, gerber gear, tillamook creamery, bob's red mill, salt & straw, and others.

agencies: opus agency, alder & co, factor sf, hovercraft, r/ga, vsa partners, two things, sparkloft media, hmh, set creative, grady britton, owen jones, sasquatch, blue collar, and others.

project coordinator

liquid agency // portland, ore // may 12 to june 13

assisted in project management across strategy, creative, technology, and client services.

gained a uniquely holistic understanding of how to develop and execute ideas from start to finish—from creating a one-off brochure to building an entirely new brand.

junior pr writer

adrenalign marketing // wausau, wisc // feb 09 to sept 10

created marketing strategies to address needs of current and prospective clients.

composed, edited, and proofread press releases, ad copy, and radio ad scripts.

production assistant

siltanen & partners advertising // los angeles, calif // may 08 to sept 08

facilitated communication with internal teams, clients, and vendors.

assisted with production of mockup ads and other presentation materials.

EDUCATION

bachelor of arts // university of wisconsin—stevens point // january 06 to may 09

communications major // public relations emphasis // marketing minor

FAVORITE READS

deacon king kong, the hollow kind, the boatman's daughter, nickel boys, angela's ashes, all the light we cannot see, east of eden, the boys in the boat, anything by jon Krakauer or bill Bryson // feature-length articles in outside magazine, the atlantic, the new yorker, npr, and gq.

ABOUT ME

i love lowercase letters, oxford commas, em-dashes, and adventure in all its forms. i prefer to be outdoors and in motion—hiking, backpacking, rock climbing, mountain biking, running, xc skiing, and snowboarding. i also enjoy a good read (see above), a gripping podcast, or an illuminating documentary—each with a side of black coffee or hoppy beer.

there's nothing i love more than a good story.