

Jude Huzicko

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objective

Concept and create award winning work to advance and support brands through multiple media

writing experience

May 2001 - present

Gerbig, Snell/Weisheimer and Associates (inChord Communications) | Columbus, Ohio

- Concept, execute and sell brand strategies for Eli Lilly, Astra Zeneca, and Roche client rosters on accounts including Zyprexa, Evista, Rhinocort Aqua, and Strattera
- Work on new business teams to create pitches for both retail and pharmaceutical clients
- Write and direct original content for print ads, television, and collateral
- Build and perform client presentations
- Help define processes for internal routing, procedure and presentation for Evista team
- Continually expand the boundaries of pharmaceutical thinking by integrating concepts into campaigns and establishing brand identities

April 2000 - May 2001

MC² Interactive | Columbus, Ohio

- Concepted, executed, and sold brand strategies for Honda, Lane Bryant, Haworth Furniture, and Worthington Libraries
- Supervised creative direction on multiple accounts
- Wrote original content for Web sites
- Constructed high-end information architectures
- Project coordination
- Built and performed client presentations
- Wrote creative and strategic rationales
- Wrote internal documentation for proposals and strategies
- Defined and implemented new processes for creative development within MC²

November 1998 - June 2000

Digital Pulp | New York, New York

APL Digital (now Lowe & Partners) | New York, New York

- Freelance copywriter
- Wrote concepts and copy for banner campaigns and integrated online initiatives

education

Creating Online Content: Writing for the Web | New School University, New York, New York
Online Interactive copywriting program

Indiana University | Bloomington, Indiana
B.S. Zoology and Environmental Science