

Amber James

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Marketing Copywriter & Editor

Intrepid ◆ Professional Content Creator and Manager ◆ Personable

Once upon a time, Amber James was on her way to becoming a career student. Choosing instead to ask herself the hard question, “What do I want to do with my life?” she discovered that her two and a half humanities degrees, plus a lifelong interest in reading and writing, added up to a career as a professional copywriter and editor. Since founding A. James Editing, Inc. in 2007, Amber has been working with small business owners, content creative agencies, and collaborating with freelance content creatives such as graphic designers, web designers, marketing strategists, and other copywriters to create remarkably compelling copy.

Copywriting & Editing Experience-at-a-Glance

President and Copywriter at A. James Editing, Inc., 2007-Present

Writing Composition Instructor at University of Oregon, 2006

Ongoing Copywriting and Editing Clients and Projects

- 8/2011 **Mobile Marketing**, Portland, OR: mobile marketing company
- *Project:* Write client advertisements for Fox 12 Daily Deals campaign.
- 8/2011 **HoldTime Music and Marketing**, Portland, OR: on-hold marketing company
- *Project:* Write client-customized on-hold messages.
- 7/2011-Present **American Marketing Association (AMA)**, Portland, OR: association of marketers
- *Project:* Write programs copy for website (monthly luncheons, quarterly and monthly networking events).
- 6/2011-Present **Milan Stoneworks**, Portland, OR: stone countertop installation company
- *Project:* Write ongoing content for e-newsletter and email blasts.

- 3/2011-Present **James M. Hillas, P.C.**, Portland, OR: personal and small business attorney
 - *Project:* Edit monthly e-newsletter.

- 1/2011-Present **Certus NW**, Beaverton, OR: insurance and financial services firm
 - *Projects:* Write sales letters, brochures, other marketing materials as needed, and provide marketing consulting.

- 6/2008-Present **Nike, Inc.**, Beaverton, OR: develops products to enhance athletic performance and create business opportunities
 - *Projects:* Short advertising copy for shoes, apparel, and internal communications for the following departments:
 - Women's Running for Sports Graphics Team (ongoing)
 - Tennis Apparel
 - Women's Hangtag
 - Retail Signage
 - Manager Booklet
 - Sister Series
 - FreeFit
 - DiamondFLX
 - Jackie Robinson Foundation Annual Awards Dinner Journal

Previous Copywriting Clients & Projects

- 7/2011 **JNM Plumbing**, Oregon City, OR: full-service commercial and residential plumber
 - *Projects:* Website and promotional flyer.

- 6/2011 **ISU Affinity Insurance Group**, Beaverton, OR: insurance agency
 - *Project:* Website.

- 6/2011 **LVD Media**, Portland, OR: full-service marketing and branding agency
 - *Project:* Marketing copy for client branding peripherals: Brooks Staffing.

- 6/2011 **LeTip of River City**, Portland, OR: international networking organization
 - *Project:* New member welcome letter.

- 5/2011-6/2011 **J. Dean Insurance Agency**, Portland, OR: insurance agency
 - *Project:* Social media consulting.

- 4/2011-6/2011 **Rapid Design Concepts**, Tigard, OR: marketing management agency
 - *Project:* Website (in progress).

- 4/2011 **Morel Ink (formerly Witham & Dickey)**, Portland, OR: full-service printer and local philanthropist
- *Project:* Brochure.
- 4/2011 **Mari's Garden Products**, Portland, OR: garden products solutions company
- *Projects:* Press release and product insert.
- 3/2011-8/2011 **Stumptown Tile + Stone**, Portland, OR: stone and tile installation company
- *Project:* Website.
- 3/2011-6/2011 **Amy Roloff Charity Foundation**, Portland, OR: helps children's charities raise funds to better serve their communities
- *Project:* Website content and promotional materials for special events.
- 3/2011 **Causeit, Inc.**, Portland, OR: agency committed to increasing productivity of businesses through team-building education
- *Project:* Speaker blurbs for client educational materials: Kaplan.
- 3/2011-8/2011 **QJW Computer Consulting**, Troutdale, OR: full-service computer support and repair company
- *Projects:* Website and promotional flyer.
- 2/2011-6/2011 **Nurture Integrative Clinic**, Portland, OR: naturopathic clinic
- *Project:* Website.
- 2/2011-6/2011 **The Scribe Site**, Portland, OR: freelance copywriting agency
- *Projects:* Writing and editing support for Nokia and Microsoft case studies.
- 2/2011 **B2B Advertising**, Portland, OR: business-to-business advertising agency
- *Project:* Copy for trade magazine for client advertisement: KML.
- 1/2011-4/2011 **Nan Phifer**, Eugene, OR: author of *Memoirs of the Soul: A Writing Guide* and leader of memoir-writing workshops
- *Projects:* Publicity announcement, social media content, and acted as marketing consultant.
- 11/2010 **Brian Apling**, Vancouver, WA: unpublished author of young adult novel
- *Project:* Query letter.
- 11/2010-12/2011 **Sparks Baughman**, Portland, OR: general contractor
- *Project:* Website (in progress).

- 10/2010 **A Heart Centered Massage**, Portland, OR: licensed massage therapist
- *Project:* Website.
- 9/2010-10/2011 **Witham & Dickey**, Portland, OR: full-service printer and local philanthropist
- *Project:* Brochure.
- 8/2010-2/2011 **Cappelli-Miles**, Portland, OR: full-service marketing agency
- *Projects:* Client marketing copy for brochures, radio spots, and advertisements: Oregon Travel Council (re-branded Oregon Travel Experience), Central Willamette Community Credit Union, and Neil Kelly.
- 5/2010 **Raven Marketing**, Portland, OR: full-service marketing firm
- *Project:* Radio spots for client advertising: Western Washington Honda Dealers.
- 5/2010 **The Swift Collective**, Portland, OR: full-service marketing firm
- *Projects:* Travel copy, strategic plan, and web copy for client advertising: Hawaiian Airlines, Nike Women's, and Outrigger.
- 9/2009-11/2009 **Ivy Automation**, Minneapolis, MN: instrumentation and automation company
- *Project:* Some website content.
- 2/2009-3/2009 **Immersive Media**, Portland, OR: world provider of 360°, full-motion, interactive videos
- *Project:* Ad copy for 360° camera sales campaign.
- 11/2008-10/2009 **Brooklyn Neighborhood Action Corps.**, Portland, OR: neighborhood organization focusing on solutions to its social, physical, and economic challenges
- *Project:* Neighborhood-related articles for bi-monthly newsletter, "Brooklyn Neighborhood News".
- 8/2008-8/2010 **Pacific Northwest Booksellers Association (PNBA)**, Eugene, OR: nonprofit organization that promotes a healthy independent book-selling community in the Pacific Northwest
- *Project:* Word-restricted book and author blurbs for Annual Tradeshow program.
- 6/2008 **USA Track & Field (USATF)**, Indianapolis, IN: National Governing Body for track and field, long distance running, and race walking in the United States
- *Project:* Human interest stories about competing athletes at 2008 Olympic Trials.
- 4/2008-7/2008 **Downtown Initiative for the Visual Arts (DIVA)**, Eugene, OR: nonprofit arts organization
- *Projects:* Brochure, online calendar, and website content.

Previous Editing Projects

- 4/2011 **Eben Waggoner**, Portland, OR: headshot and event photographer
- *Project:* Edited business plan.
- 6/2010-7/2010 **The Ne'er-Do-Well**, Portland, OR: literary magazine
- *Project:* Edited issue no. 3
- 5/2010 **CB Design | Obvious Graphics**, Portland, OR: full-service print design company
- *Project:* Online portfolio.
- 6/2008-8/2008 **Wheaton College**, Norton, MA: private liberal arts college
- *Project:* Edited 2008-2009 Wheaton College Athletics brochure.
- 1/2008-6/2008 **BlueVisions**, Sydney, NSW, Australia: creates education materials to enable businesses and clients to be more effective in achieving their designated goals
- *Projects:* Edited reports, confidential proposals, client documents, and teaching tools.

Related Experience

- 12/2009-8/2010 **Pitching Tunnels**, Portland, OR: providing innovative solutions for baseball and softball pitchers nationwide
- *Project:* Market research.
- 1/2008 **Toast.it**, London, UK: specialize in e-commerce solutions and application development
- *Project:* Proofread website.

Education

- 9/2005-6/2007 **Master of Arts: Folklore**, University of Oregon, Eugene, OR.
- 9/00-6/2004 **Bachelor of Arts: English Literature**, Wheaton College, Norton, MA.