



# COLLEEN WILSON

Senior Copywriter

## CONTACT

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📍 560 Gurney Ave., Lake Bluff, IL

## EDUCATION

### 1996-1998

Miami Ad School Atlanta /  
Portfolio Center

### 1990-1994

Ohio University  
Bachelor of Arts  
Cum Laude

Mérida, Mexico  
Study abroad scholar

## LANGUAGES

English  
Spanish

## ABOUT ME

Hi there! I'm a generator of fresh ideas, captivating names, and witty headlines and taglines. I've worked at both big and boutique agencies on everything from international brands to little mom and pop shops. I've created social, print, radio, outdoor, websites, marketing materials, dating app prompts, and I've also dabbled in TV. My portfolio is a smorgasbord of hospitality brands, b2c, b2b, and health and wellness clients too.

## EXPERIENCE

Present

### Celebrity Cruises

As a brand storyteller, I increase audience engagement with intriguing digital, email, and promotional marketing communications. I collaborate on creative naming projects of venues, restaurants, and new concepts as well.

2021-2024

### IHG Hotels & Resorts

I created engaging social content, gained followers, and fueled engagement for a number of IHG Hotels & Resorts' brands like voco, Crowne Plaza, EVEN, Holiday Inn, Holiday Inn Express, IHG Hotels & Resorts, and IHG One Rewards.

2018-2020

### Bee-line Communications

I crafted compelling campaigns for a diverse group of clients and industries ranging from IT to truck parts to couture bridal gowns. I served as a creative director, lead strategist, account executive, and cruise director while transforming brands and creating new ones.

1998-Present

### Brands

Secret Whole Body Deodorant • Weight Watchers • Kohler Resorts • Midol • Hunts • Red Lobster • Wilson • TRESemmé • Klondike • Mr. Coffee • Kenmore Elite

## ACHIEVEMENTS

**LA Creative Club • Merit Award**

**Addy Award • Citation of Excellence**

**Bank of America Chicago Marathon 10-time finisher**

**Former Girl Scout Leader and Girls on the Run Coach**

**Appeared on Chicago Med and Chicago Law**