

TRAER SCHON

Chicago, IL • traerschon@gmail.com • 712-830-8171 • traerschon.com

WORK EXPERIENCE

Walker Sands | Chicago, IL

Copywriter (Feb. '21–Present)

- Brainstorm, concept and pitch creative campaigns for global B2B tech brands
- Collaborate with a team to execute campaigns, including social, PPC, print and OOH activations

Senior Content Specialist (Oct. '19–Feb. '21)

- Leveraged SEO analysis in content that elevates client SERP rankings for targeted keywords
- Strategized by channel to exceed social media engagement and lead-generation goals

Content Specialist (Oct. '18–Oct. '19)

- Wrote digital assets for B2B tech clients (web pages, social posts, tip sheets and data reports)
- Interviewed experts and crafted articles for top-tier publications and industry-specific outlets

bluespace creative | Denison, IA

Copywriter (Oct. '17–Oct. '18)

- Wrote marketing collateral, press releases and web pages for clients across industries
- Created multi-platform social media content in companies' unique voices
- Worked with teams to conduct brand assessments and build marketing strategies

Billboard magazine | Freelance

Freelance Writer (Apr. –Jul. '17)

- Contributed short-form and Q&A stories for Billboard's inaugural "30 Days of Pride" project
- Collaborated with editor to identify story angles and communicate with publicists

Ethos magazine | Ames, IA

Editor in Chief (Apr. '14–May '17)

- Curated, assigned and edited stories for a tri-annual student magazine
- Hired executive staff, recruited new members and maintained publisher relationship

Iowa State University Athletics Department | Ames, IA

"Cy" Mascot Squad Member (Aug. '13–May '17)

EDUCATION

Iowa State University

B.S. Journalism and Mass Communication (*Summa Cum Laude, with honors*)

- GPA: 3.97, Spanish minor, Costa Rica study abroad experience

SKILLS SUMMARY

- Copywriting, editing and AP style
- Creative campaign ideation and execution
- Humor and entertainment writing
- SEO and social media writing

AWARDS & ACHIEVEMENTS

- 2020 Hermes Creative Gold Award
- Google Analytics certification
- 2021 Hermes Creative Platinum Award
- iO Improv Training Program graduate