

Leslie Anne Mcilroy
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POSITION: Copywriter/marketer/editor for progressive, creative agency seeking innovative approaches and targeted, profitable ideas.

EDUCATION: BA in Professional Writing, Creative Writing & Philosophy with Honors, Carnegie Mellon University, Pittsburgh, PA, 1986.

PROFESSIONAL EXPERIENCE:

2003-PRESENT: **Advertising Copywriter**, Giant Eagle, Inc. Integral in the conception, launch and ongoing growth of Market District brand since 2006. Hours are split between traditional print and digital content creation for both B2C and B2B, primarily the former. Proficient using Brightedge for SEO. Write all communications, marketing and advertising pieces, web updates/digital sales pieces, direct mail, department brochures, store signage/POS, billboards, grand opening communications, etc. Digital writing includes omnichannel web, Google Display, FB Feed, content cards, push, emails, Snapchat, sms, etc. Strategize and write all seasonal campaigns. Also work on CRM team writing all customer retention pieces for Giant Eagle, GetGo and Market District. Work with marketing managers across LOBs (RX, Health, Beauty & Wellness, PR, Curbside Express, etc.) to attain promotional goals and team with creative managers, graphic designers and production specialists to produce media to attain those goals. Also integral in the branding, introduction and promotion of GetGo, fuelperks! and myPerks.

1986-PRESENT: **Freelance Writer**. PR, brand identity, collateral and marketing materials for agencies including Agnew Moyer Smith; Brabender Cox; CO2 Advertising, The Kaiser Group; Lazor/Yost Design; Ocreations; Questfore; Roberts Communications; Spectrum Graphics; as well as Bella Piatto Restaurant, Eat'n Park Hospitality Group; Pittsburgh Institute of Aeronautics, Primanti's, ProAdSpec and Vocelli Pizza.

2013-2018: **Cofounder & Development Director, HEArt** — Human Equity through Art — the nation's premiere literature & art journal dedicated to fighting discrimination & promoting social justice. Re-launched in August, 2013 funded by The Pittsburgh Foundation. Responsible for grant writing, development & publication/maintenance of website on a monthly basis, social media, management of editorial team.

1996-2001: **Senior Copywriter**, The Kaiser Group (Full-Service Creative Marketing Firm) Pittsburgh, PA. Work closely with Creative Director concept through execution. Projects include radio and TV, brochures, billboards, print ads, press releases, identity packages, direct mail, etc. for clients ranging from retail, food & beverage, and hightech manufacturers to industrial, financial and political accounts. Expertise in radio & TV production, client services, some design and print production. Clients include Atlantic Luggage, Eat'n Park Hospitality Group, CGI Telecommunications, HOSS's Steak & Sea House, Roaring Spring Paper Products, Sheetz, South Hills Datacomm, Straub Brewery, Thermafiber, Source Capital, Ltd., Uni-Mart, US Bankcorp, Schneiders & Ward Trucking.

EDITING/PUBLISHING

1997-2002: **Co-founder/Editor, HEArt** — Human Equity Through Art —a Pittsburgh-based nonprofit that used art and literature to confront discrimination through publication of *HEArt* and by hosting an annual reading series. Responsibilities included: (1) publication of *HEArt*—the nation's only journal of contemporary literature and art devoted to confronting discrimination and promoting social justice; (2) community & educational outreach; and (3) collaboration with other peace and justice organizations working to combat discrimination. Was responsible for design, layout, selection, editing and writing of materials for journal; coordination and publicity for all events; creation of all marketing/fundraising materials including press releases, invitations, ads, programs, etc.; maintenance of website; coordination of fund-raising materials; grant proposals.

2001: **Assistant Editor, Creative Nonfiction Foundation**, Pittsburgh-based nonprofit publishers of the first and largest literary journal devoted exclusively to creative nonfiction. Responsibilities included: marketing and targeted publicity of issues; promotion of contests/themes/scholarships; creation of marketing/fundraising materials including press releases, ads, inserts, etc.; maintenance of web site; coordination and promotion of on-line 9/11 "Living Issue" essay board; production and dissemination of monthly electronic newsletter; coordination and promotion of educational & mentoring programs; writing and coordination of materials for grant proposals; logging of all submissions; database management; and manuscript screening.

COMMUNICATIONS/INSTRUCTING

1998-2005: **Instructor**, Poets-in-Person, Pgh. International Poetry Forum/Pgh. Public Schools.
2000-2001: **Columnist, *The New People*, Thomas Merton Center**, political poetry review.
1989-1990: **Publications Coordinator, Academic Computing**, Univ. of Pittsburgh, Pgh., PA.
1987-1989: **Publications Manager, Consortium for Computing in Undergraduate Education**, Carnegie Mellon University, Pgh., PA.

MARKETING

1994-1996: **Marketing Coordinator, WTW Architects**, Pgh., PA. Produced all marketing materials from client newsletter through project proposals. Responsible for archiving all completed projects and writing/editing/proofing all firm communications.

PUBLICATIONS & AWARDS:

The Red Door: An Historical Memoir of the Squirrel Hill Cafe, Main St. Rag, 2020

Winner, Gemini Magazine Flash Fiction Contest, 2018 for "The Old Point"

Runner-Up, 2016 *Bacopa Literary Review* Poetry Contest for "Big Bang"

Finalist, The Cathy Smith Bowers Chapbook Contest, Main St. Rag, 2016

Runner-Up, 2014 Main St. Rag Poetry Book Contest, publication of *SLAG*, 2015.

Finalist, Autumn House 2013 Poetry Prize, for manuscript *Dreaming of Men*

Finalist, *New Letters* Literary Awards, 2009

Finalist, *Dogwood* Poetry Competition, 2009

Collaborative Poetry Performance Videos: <http://www.youtube.com/lesanne123>

Word Press, *Liquid Like This*, (full-length poetry collection), July, 2008

Winner, 2000 Word Press Poetry Book Prize, *Rare Space*, 2001

Winner, Slipstream Press Poetry Chapbook Award, *Gravel*, 1997

Finalist, Neruda Prize in Poetry, *Nimrod Literary Journal*, 2004, "Big Guns"
& "I am Light"

Finalist, *Swink* Poetry Award, 2004, "Full Price"

Finalist, Pavement Saw Press Chapbook Competition, 2004, *Mouth Noise*

"In the Third Decade of Desire," *Potpourri*, 2001, Pushcart Nomination

Finalist, Paumanock Poetry Award, 2000

Finalist, Mississippi Review Poetry Prize, 2000

Selected as one of "40 Under 40" Leaders, *Pittsburgh Magazine*, 1999

Finalist, Emily Dickinson Award in Poetry, Universities West Press, 1998

Winner, Chicago Literary Awards, *Another Chicago Magazine*, 1997

Additional publications include, but are not limited to: *The Adirondack Review*, *American Poetry: The Next Generation*, *Chiron Review*, *Connotation press*, *Dogwood*, *Gemini Magazine*, *Jubilat*, *The Mississippi Review*, *Nimrod International Literary Journal*, *PANK*, *Pearl*, *Poetry Magazine*, *The New Ohio Review*, *Pgh. City Paper*, *The Pgh. Post-Gazette* and *The Pgh. Quarterly*.

References and samples available upon request.