

Leslie Anne Mcilroy
333 Pitt Street • Pittsburgh, PA 15221
412•689•3037
leslieannemcilroy@gmail.com

POSITION: Copywriter/marketer/editor for progressive, creative company 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:

2021-PRESENT: **Senior Copywriter**, Libsyn, LLC. Tech and community knowledge of podcasting industry, maintenance of Libsyn voice and brand for hosting and monetization platforms. Work includes advertising, social and blog posts. Responsible for SEO, raising brand awareness, conversions and YouTube channel growth. Inform podcasters about new podcasting features, promote live events that educate and inspire, create assets for conferences and presentations.

2003-2021: **Advertising Copywriter**, Giant Eagle, Inc. Integral in the conception, launch and ongoing growth of Market District brand since 2006. Hours split between traditional print and digital content creation for both B2C and B2B. 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 customer retention pieces for Giant Eagle, GetGo and Market District. Work with marketing managers across LOBs 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 high-tech 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. 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 website; 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.

BOOKS:

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

SLAG, Runner-Up, 2014 Main St. Rag Poetry Book Contest, 2015
Liquid Like This, (full-length poetry collection), Word Press, July, 2008
Rare Space, Winner, 2000 Word Press Poetry Book Prize, 2001
Gravel, Winner, Slipstream Press Poetry Chapbook Award, 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*, *The Pgh. Quarterly* and the *Texas Review*.

References and samples available upon request.