

# Pamela Parker Lindsey

WRITER

Dallas, TX

My goal: To take 26 letters and arrange them in a way that brings inspiring, creative ideas to life. To write copy that's on-strategy, on-target, on-brand and out-of-this-world.

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## Education

Masters of Fine Arts, Creative Writing

### Florida Atlantic University

Taught college English at one of the most diverse universities in the country while pursuing my degree. Wrote a novel as my thesis.

Boca Raton, FL

Aug 2001 - Dec 2003

Bachelor of Arts, English

### Northwestern University

Experienced culture shock after having lived my entire life in Odessa, TX. Got an amazing education both academically and personally.

Evanston, IL

Sep 1989 - Jun 1993

## Experience

Creative Director/Copywriter

### Abstract Explosion

Bringing full-blown creative to life.

Dallas, TX

Jun 2014 - Present

### Freelance Writer

Dallas, TX

Sep 2011 - Present

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Senior Writer

Frisco, TX  
Sep 2010 - Sep 2011

## Rockfish Interactive

Responsibilities: I worked together with my team to come up with awesome creative solutions that were on-strategy to meet the clients' goals. I brainstormed with the team, and wrote everything from entire sites to emails, mobile apps, direct mail, radio spots, video scripts, Facebook apps & posts, and Twitter feeds. I was responsible for developing the voice and copy/tone style guide for a new company, and I created concept write-ups that were often the sole voice of presentations. I managed other writers as well as contractors and was responsible for developing the processes and guidelines for the copy department.

Clients included Sam's Club, Walmart, American Greetings, CouponFactory, Blue Mountain, Cisco, Chamberlain School of Nursing, White Cloud and UnitedHealthcare.

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Associate Creative Director

Dallas, TX  
Jul 2007 - Aug 2010

## imc2

Clients included Pizza Hut, WingStreet, Samsung Mobile, Iams, Eukanuba, RadioShack, FreemanCo, The Art Institute of Dallas and Secret.

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Senior Writer

Dallas, TX  
May 2005 - Jul 2007

## Slingshot

Clients included Jack Daniel's, Cadbury Schweppes, Hartmann Luggage, La Quinta, Mission Foods, Southern Land Company, Finlandia Vodka, Woodford Reserve and Amarula.

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Adjunct Instructor

Online University  
Jun 2004 - Jan 2005

## Keiser College

Taught online courses of college English I & II.

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Adjunct Instructor

Coconut Creek, FL  
Jan 2004 - May 2004

## Broward Community College

Taught college English I & II at an open enrollment college.

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Graduate Teaching Assistant

Boca Raton, FL  
Aug 2001 - Dec 2003

## Florida Atlantic University

Taught college English I & II while pursuing my MFA in Creative Writing, and wrote a novel as my thesis.

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Screenwriter

Los Angeles, CA  
Apr 2000 - Jun 2000

## Outerbanks Entertainment

Commissioned by Kevin Williamson (Scream, I Know What You Did Last Summer, Dawson's Creek) to write a feature-length film. An amazing opportunity and experience.

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Staff Writer

Los Angeles, CA  
Aug 1999 - Nov 1999

## Wasteland, Miramax/ABC

Staff writer for hour-long drama about recent college grads trying to make it in NYC. Incredibly long hours, but I absolutely loved it.

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Script Coordinator

Los Angeles, CA  
Oct 1998 - Mar 1999

## Dawson's Creek, Columbia/Tri-Star

Script coordinator for hour-long TV drama where teenagers talk like incredibly smart, wise, and witty grown-ups.

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Writers' Assistant/Freelance Writer

Los Angeles, CA  
Jul 1997 - Sep 1998

## Getting Personal, 20th Century Fox/FOX

Writers' assistant for multi-camera comedy starring Vivica Fox, Jon Cryer and Elliott Gould. Writer for Episode 7. There's a great story that goes along with that.

Recommendations

## Recommendations

"I have worked with many creative/ copywriters in my career, and I am lucky to have spent time working with Pam at imc2. She is one of the best that I have worked with and I would recommend her to any agency or company that is considering her.

Pam and I worked together on the Pizza Hut account, and anyone who has worked in retail or QSR knows that it is tough. The category is extremely competitive, and given the high volume of work at times the marketing efforts can seem more routine than creative. Pam was able to overcome the challenges that come with the category and always contribute at the highest level even if the campaign was a minor point on the annual marketing calendar.

Pam has a keen sense for her clients' brand and for really understanding the target audience that she is creating messaging for. She is as much a contributor to the brand and specific initiative/ campaign strategy as one of the planners ...and this shows in her work.

Bottom line, Pam is someone that you can count on to deliver regardless of how challenging the situation is. She was a key member of the Pizza Hut account that we worked on together, and a leader within the creative department. You want Pam on your team.

As for specifics -- Pam is an expert with digital/ interactive and social environments and how users will be interacting with the creative/messaging that her team is creating. She also has experience from a traditional side (print, tv/video) which is extremely valuable considering we are seeing a convergence of screens (tv, mobile, online) for content consumption. She starts with strategy and understands the environment before jumping into creative.

I would work with Pam again in a heartbeat. If you have an opportunity to hire her -- do it and the level of your work and your company will see the value."

- Eric Williamson, VP/ Digital Strategy Director at The Martin Agency

"Pam is one of those rare creative gems that you find and never want to lose. From the first time I worked with Pam , I knew she was a one-of-a-kind creative. She is a thoughtful,

insightful and a gifted writer who understands how to craft ideas that are impactful and appropriate for the job at hand. Her knowledge and understanding of the her client's business and overall category was light years ahead of our competitors. This fact was not lost on our Pizza Hut client, who instantly "fell in love" with her work. Whether it was legal, creative platforms, research creative, website or email copy or just solid copy solutions, Pam has been one of the best writers I have had to privilege to work with and I would strongly recommend her to anyone seeking a creative writer with real talent. More than these gifts, Pam is an absolute pleasure to work with and a fun, funny and great all around gal."

- Ralph Pici, Director, E-Business Strategy & Marketing at Bluegreen Corporation

"Pam is an extremely gifted writer. She has a way with words and can translate for any target audience. She is hard-working, bright, and thoughtful. Pam is the go-to writer that I would want on my team."

- Tressie Lieberman, Manager, Digital Marketing at Pizza Hut

"Phenomenal - intelligent, witty, focused and determined. When it comes to advertising, marketing, promoting or branding - Pam is a strategic thinker first, a concise writer second, and a detailed producer third. She is determined to create the best solutions from beginning to end. Pam approaches writing as a profession, a craft and an art form."

- Ken Otte, Web Design & User Experience at Great Lakes Higher Education

"Pamela's work ethic and mastery of her craft elevate her trade from writing to storytelling. I have literally had the good fortune of a client commenting that the concept statements created by Pamela made them 'teary eyed.'

I have had the pleasure of working with Pamela since 2007 on brands like Samsung, Norweigan Cruise Lines, and Radioshack. In that time, her reliability has made her my favorite writer to partner with.

Her method includes highly strategic thinking, open-minded collaboration, and thorough understanding of the brand and audience. I am very proud of the work she and I have done together – her thinking and poignant messages are a huge part of that success." Victoria Blacksher, Creative Director, Rockfish Interactive

“Pamela is not only a gifted writer, but a hard worker and a great person to have on your team. I truly miss working with her everyday. She has the ability to really make an idea sing through her words. And she has no problem bringing those words to life during a presentation. Anyone would be lucky to work with Pamela Parker.”

Jennifer Handline, Associate Creative Director, imc<sup>2</sup>

“Pamela is smart, funny, extremely creative, and can turn a phrase like nobody's business. I'm always thrilled whenever we're on a project together, as I love working with her. She's very collaborative and can take the barest morsel of an idea and massage it into a full-fledged campaign - she's awesome! Apart from being a phenomenal writer, Pamela is just flat out a wonderful person who is great to be around. I can't recommend her highly enough.”

- Keleigh Milliorn, Senior Information Architect, Rockfish Interactive

“Pam is an exceptionally talented writer. She is a bright, innovative thinker with an amazing work ethic. What I enjoyed most about working with Pam was her unyielding desire to truly understand who she was writing to. She does her research and asks the right questions to help craft a message that connects deeper with the audience. In addition, she is an outstanding individual who will be an asset to your team. I loved working with Pam and you will too.”

- Jennifer Fuester-Reynolds, Marketing Specialist, Cook Children's Health Care System

“Pam and I worked together on the Pizza Hut account. From microsites and emails to social and mobile, we completed a lot of projects together. Through this experience I can tell you she is a great team member to have. She isn't one of those writers that just sends a content doc or email and expects you to figure it out. She becomes immersed and works with the team until the project is on track both creatively and strategically. Pam is a great conceptual writer and a pleasure to work with.”

- Earl Edward Wallace IV, Associate Creative Director, imc<sup>2</sup>

## Awards & Accolades

2011:

UNITEDHEALTHCARE FOUNDATION - AMERICA'S HEALTH RANKINGS <http://statehealthstats.americashealthrankings.org/>  
Interactive Media Awards Best in Class - Nonprofit  
NWAAF Addys - Consumer Website Gold Addy Award  
IAC Best Health Care Website  
IAC Best Information Services Website  
IAC Best News Website  
IAC Best Non-Profit Website  
IAC Best in Show Website  
Horizon Interactive Silver - Non-Profit/Activism Website

2010:

PIZZA HUT iPHONE APP  
(YouTube video of app that I worked on with the group creative director of the project: [http://www.youtube.com/watch?v=DO\\_\\_etvlg18](http://www.youtube.com/watch?v=DO__etvlg18))  
Effie Awards Finalist  
IAC Best Restaurant Mobile application  
IAC Best of Show Mobile application

2009:

PIZZA HUT iPHONE APP  
MMA Best Mobile Display Campaign  
MMA Best Emerging Technology Campaign  
OMMA Best Mobile Marketing: Creative, Single Execution  
MOBI 2nd Place, Best Mobile Apps  
Named #1 Best Branded App of 2009 by Forbes  
Featured in Apple retail locations  
Featured in Apple TV commercial, "Nature"  
Featured in Apple print ad

2008:

imc2 Square Root Award - internal award given to the team that has best exhibited the company principles in the past year.

2007:

DFWIMA Award. 2nd place for La Quinta 4Q campaign  
WebAward. Beverage Standard of Excellence for JackDaniels.com  
WebAward. Beverage Standard of Excellence for Finlandia.com  
WebAward. Home Building Standard of Excellence for TuckerHillTX.com  
WebAward. Outstanding Website for MissionFoods.com



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## Fellowships

Graduate Fellowship. Merit-based fellowship awarded in support of graduate study in creative writing at Florida Atlantic University.

Fellowship for Summer Literary Seminars: Russia. Merit-based fellowship awarded to attend two-week intensive writing workshops with prominent authors in St. Petersburg, Russia.

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