

**Anthony J. Pichotta**  
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Portfolio\_ [www.Wablamo.com](http://www.Wablamo.com)

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**WORK**

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**Digital Day**

www.digital-day.com

Cuyahoga Falls, OH  
March 2009 – Ongoing

Freelance Senior Interactive Copywriter

- Lead copywriter for the agency's principal clients including Duck Brands and Reynolds Products Company
- Played an active roll in strategic planning, SEO implementation, site development and content strategy for the Florida Crystals, Backyard Leisure, Duck and Reynolds accounts.

**Digitas – 2008 OMMA Digital Agency of the Year**

Chicago, IL

www.digitas.com

December 2007 – February 2009

Copywriter

- Writer on the main Miller Lite creative team for the Miller/Coors client.
- Worked on Miller Lite, MGD, MGD 64, Sparks as well as the Kraft, Nintendo and DeVry accounts
- Was highly involved in all aspects of campaign development from concept to ID to production
- Worked closely with our media partners to develop comprehensive media plans and strategic content partnerships (ESPN, Facebook, etc)
- Concepted and wrote for many different traditional and interactive media including websites, microsites, rich media OLA, mobile, interactive video, social media and print.

**OfficeMax**

Naperville, IL

www.officemax.com

April 2007 – October 2007

Freelance Copywriter

- Copywriter for the contract side of the OfficeMax's corporate strategic branding division
- Wrote for various media including direct mail, catalogs and print ads

**Niro, Scavone, Haller & Niro**

Chicago, IL

www.nshn.com

January 2002 – February 2007

Paralegal

- Lead Paralegal for multiple federal patent, trademark and trade secret lawsuits that recovered over \$65M
- Responsible for serving as the liaison between all parties for all aspects of federal cases including fact and expert discovery, document production, pre-trial and trial

**Walt Disney World Resorts**

Orlando, FL

www.disney.go.com

July 2000 – January 2001

Creative Internship

- Performed as a larger than life puppet in Disney's millennium celebration *Tapestry of Nations* at Epcot center

## EDUCATION

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### **Chicago Portfolio School**

[www.chicagoportfolio.com](http://www.chicagoportfolio.com)

Copywriting Portfolio Program, October 2006

Chicago, IL  
October 2005 – October 2006

### **Purdue University**

#### **Krannert School of Management**

[www.mgmt.purdue.edu](http://www.mgmt.purdue.edu)

Bachelor of Science, May 2001

- Management Major
- Marketing Minor

West Lafayette, IN  
August 1997 – May 2001

## SKILLS

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- Eating
- Cooking
- Bullet Points