

Marie Ostarello

Creative Director/Copywriter
www.ostarellocreative.com
marie@ostarellocreative.com
(303) 748-9224

About Marie

Marie Ostarello, MFA in Writing, offers 20 years of experience as a Creative Director, Copywriter, Producer and Brand Strategist, working for some of the world's greatest brands, including Hunter Douglas, Horizon Organic, Westin Hotels, Globus & Cosmos, Bernina Sewing Machines, Pharmaca, Ambu Medical Devices, First Data, Vantiv, Aetna Insurance, Harris Bank, Idaho Potatoes, Schwinn, AT&T and many others.

She's written and directed the creative for global integrated campaigns that include TV, radio, video, web, print, social media, blogs, content writing, naming, direct mail, POS, trade shows, events, you name it. She's managed a dozen creatives and fifty projects at once. She's adept at pitching new business, writing superb copy, strategizing, fire dousing and hoop jumping.

Ostarello Creative: Current and Recent Clients

Vantiv, Denver Tech Center, CO 2016 – present

Copywriter, content writer, brand strategy

- Write hi-tech copy geared to small-to-medium sized businesses and financial institutions
- Collaborate with the in-house team during brainstorming and strategy sessions
- Write content for website, using SEO keyword strategy

Colorado Health Foundation, Denver, CO 2016 – 2017

Wrote engaging web bios for the 60-member team of this great Colorado foundation

Natural Grocers, Denver, CO 2016 – present

Develop concepts & copy for current Denver-area marketing and ad campaigns

First Data, Greenwood Village, CO 2012 – present

Creative Direction, Video Scriptwriting & Production, Copywriting, Naming

- Concepted, wrote and produced an innovative campaign of five, animated videos
- Writes national ad campaigns, trade show signage, scripts, web copy, brochures, names
- Works directly with top leadership, product group leaders and in-house creative teams

Vitanova Vitamins, San Francisco, CA 2015 – present

- Web copy, scriptwriting, blogging about cutting-edge health topics

Tango Strategy, Boulder, CO 2007 – present

Creative Direction, Brand Strategy, Positioning, Copywriting

Created and developed integrated campaigns, names, positionings and brand strategies for numerous accounts, including Wild Oats, Yogi Tea, Colorado State University, Martis Camp Luxury Homes, Slifer Smith & Frampton Real Estate and others

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Pharmaca Integrative Pharmacies, Corp., Boulder, CO 2011 – 2014

Copywriter

- Wrote company tagline “Healthy Happens Here”
- Developed concepts and copy for ads, postcards, and mission & values statement

Strada Advertising, Denver, CO 2014 – 2015

Copywriter

Wrote radio scripts and brochures for high-end real estate developments, including Asbury Park Waterfront and The Pinehills

Ambu Medical Devices, Baltimore, MD 2013 – 2015

Creative Director, Copywriter

- Directed, conceived, wrote and produced Ambu’s 2013 re-branding campaign, including two expansive trade show booths, videos, numerous brochures, and internal communications
- Wrote & produced two videos for the company's premier trade show in 2014 and in 2015—the American Society of Anesthesiologists(ASA)

Fresh Ed. Apparel, Denver, CO 2013 – 2014

Brand Strategy, Identity & Development; Creative Direction, Copywriting

- Developed brand identity for an inspirational, start-up apparel line, created by former NFL player Bo Scaife, to help fund higher education for under-resourced youth
- Created positioning, tagline, logo, brand voice, labels, packaging inserts, social media strategy, and provided ongoing marketing consultation
- Set-up and directed a 10-person focus group of young consumers to test brand identity concepts before launching

Karsh/Hagan, Denver, CO 2012

Wrote web and print copy for Innovage elder care and Portico vacations

iModerate Research Technologies, Denver, CO 2011 – 2012

Creative Director, Copywriter

- Created a 40+ piece integrated, re-branding campaign that included tagline, logo, video, 50-page website, search-engine optimization, brochures, trade show signage, B2C & B2B materials, internal event signage and giveaways, product names and brand guidelines
- Directed a team of five creatives, over 18 months to complete projects

Employment

Hunter Douglas Creative, Broomfield, CO May 2012 – July 2016
Senior Copywriter

Marie was lead Copywriter for Hunter Douglas In-House Creative. Projects included integrated dealer campaigns, print ads, sample books, brand strategy, brand identity, positioning, naming, brochures, videos, radio, social media and online advertising.

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- Directed all new business pitches and regularly presented to top leadership
- Led creative on all important campaigns and projects, particularly all corporate projects
- Concepted and wrote all national promotions for the vast dealer network, as well as for individual product groups
- Developed the dealer social media strategy for both Pinterest and Facebook
- Extensively researched upscale target audience groups, including Gen X and Millennials

Special Success at Hunter Douglas: Concepted, directed, pitched and won the first two sample book projects for the department—the most coveted of all projects

Sterling-Rice Group, Boulder, CO 1999 – 2008

Creative Director/Copywriter

Marie was the only female Creative Director in SRG's 30-year history.

Accounts:

Bernina Sewing Machines, Horizon Organic Dairy, Globus & Cosmos Travel, White Wave, WholePeople.com (a Whole Foods company), Gold Circle Farm Eggs, Just Desserts

Job Responsibilities:

- Led a team of up to 12 creatives: art directors, designers, writers, production and interactive
- Created dozens of integrated campaigns for numerous clients
- Concepted, wrote, and managed the production of all marketing materials, including global campaigns, print ads, TV and radio spots, video, websites, online advertising, brochures, in-store materials, event signage, packaging, promotions and direct mail
- Managed over 1,000 projects annually on 4-5 accounts
- Presented and sold campaigns to top level clients regularly
- Produced radio, video and TV spots on all of her accounts

Special Achievements at SRG:

- Marie won numerous accounts for SRG, including Horizon Organic and WholePeople.com
- Marie's "My Goodness" campaign, Horizon's first national ad campaign, gave the client an ROI of \$.40 per dollar spent. The series of ads appeared in *Better Homes and Gardens*, *People*, *Martha Stewart Living*, and *Natural Health* and catapulted the brand into "Happy Cow" fame. For SRG, Marie grew Horizon Organic into a half-million-dollar account within two years.

Past Freelance Ad Agency Employment

Rapp Collins Worldwide, Chicago 1997 – 1999

Accounts: MCI WorldCom, First USA Visa, Bass Pro Shops Visa

Bozell Worldwide, Chicago 1995 – 1996

Accounts: Pork Producer's Council, Idaho Potato Commission, Dannon Yogurt

Cravit/Campbell Mithun Esty, Chicago 1993 – 1995

Accounts: Montgomery Ward, Lechmere Stores

Past Personal Advertising Clients

Merlin Muffler & Brake Corp. , Geneva, IL Creative Director/Writer/TV & Radio Producer	1993 – 2000
Sundance Homes , Schaumburg, IL Video Director/Producer/Writer	1996
Boulder Ridge Country Club , Lake in the Hills, IL Video Director/Producer/Writer	1995
Children's Memorial Hospital , Chicago, IL Video Director/Producer/Writer	1994 – 1995

Early Agency Employment

Nahser Advertising , Chicago, IL Associate Creative Director/Copywriter/Producer	1989 – 1993
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Accounts: Harris Bank, Florsheim Shoe Company, Schwinn, AT&T Business Systems, Bang & Olufsen, Westin Hotels, CNA Insurance, Allsteel Office Furniture

- Wrote and directed creative on all of her accounts
- Wrote and produced all broadcast for agency, including hundreds of radio spots, dozens of videos and TV commercials

Special Success at Nahser: Wrote & produced radio and TV spots for sports celebrities, including John Madden, Mike Ditka and Lou Holtz on a regular basis

Marie's Education

M.F.A. in Writing, Vermont College, Montpelier, VT

B.A. Liberal Arts (Writing Focus) Columbia College, Chicago