

# Marie Ostarello

**Creative Director/Copywriter**  
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## About Marie

Marie Ostarello, MFA in Writing, has 20+ years of experience as a Creative Director, Copywriter and Brand Strategist. She's written copy for some of the world's greatest brands, including Hunter Douglas, Horizon Organic, Bernina Sewing Machines, Aetna, Sears, MCI, Westin Hotels, Globus & Cosmos, Ambu Medical Devices, Pharmaca Integrative Pharmacies, Harris Bank, Bang & Olufsen, Florsheim Shoes, Idaho Potatoes and many others. She's written and directed the creative for global integrated campaigns that include TV, radio, web, print, brand identity, brochures, B2B, videos, social, direct mail, POS, trade shows, events, you name it. She's managed up to a dozen creatives and fifty projects at once. She's especially adept at new business pitches, fire dousing, hoop jumping and keeping creatives inspired.

## Current Employment

**Hunter Douglas In-House Creative, Broomfield, CO** May 2012 – present  
Senior Copywriter

Lead Copywriter for Hunter Douglas In-House Creative. Direct all new business pitches. Regularly present to top leadership. Oversee Broomfield, CO Division brand identity campaigns. Write copy for all national promo campaigns for 650-dealer network, as well as individual brand groups. Projects include integrated ad campaigns, sample books, brand strategy, positioning, naming, brochures, videos, radio, social media, online advertising, etc.

*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.

## Ostarello Creative: Recent Personal Clients

**Pharmaca Integrative Pharmacies, Corp, Boulder, CO** 2011 – present  
Copywriter for company tagline "Health Happens Here." Have written ad concepts and copy, postcards, mission & values statement, web copy, etc.

**First Data, Greenwood Village, CO** 2012 – present  
Creative Direction, Copywriting, Product Development & Naming. Concepted, wrote and produced a campaign of five animated videos, targeting high-tech payment solutions to financial institutions. Named POGO, the company's innovative mobile-pay solution.

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Currently develop concepts and copy for print ads, trade shows, naming, websites, brochures, social media, mobile app ads, etc. Also write co-op advertising for Walmart, Sam's Club and other companies.

- Ambu Medical Devices, Baltimore, MD** 2013 – present  
Creative director and copywriter for 2013 re-branding campaign, including two expansive trade show booths, numerous brochures and coordinating elements. In 2014, Marie was called upon again to write and produce two videos for the company's premier trade show, the American Society of Anesthesiologists (ASA).
- Valley Fine Foods, Benicia, CA** 2014  
Copywriter for naming a new line of refrigerated, organic foods.
- Fresh Ed. Apparel, Denver, CO** 2013-2014  
Developed brand identity for an inspirational, start-up apparel line, created by former NFL player Bo Scaife. Projects included tagline, logo, labels, package inserts, social media direction, positioning and ongoing marketing consultation. Marie also set-up and directed a 10-person focus group of young consumers to test brand identity concepts before launching. Company donates a portion of their profits to fund higher education for under-resourced youth.
- iModerate Research Technologies, Denver, CO** 2011-2012  
Creative Director and Copywriter for 40+ projects in an integrated campaign that included tagline, logos, a 50-page website, SEO, brochures, trade show pieces, B2B materials, internal events, signage, product naming, sales tools, brand guidelines, even t-shirts.
- High Precision Devices, Inc., Boulder, CO** 2009 – present  
Creative Director, Brand Strategist and Copywriter for print ads, brochures, trade show signage, website, web ads, SEO and sales materials.
- Center Partners, Fort Collins, CO** 2011 – 2012  
Wrote numerous video scripts, including an interactive, e-learning screenplay for teh clients of this call-in center giant.
- Providence Medical Communities, Highlands Ranch, CO** 2011  
Wrote, directed and produced 10-minute video to pitch a major real estate development. Also wrote company website.
- Vermont College of Fine Arts, Montpelier, VT** 2009  
Writing/Brand Strategy & Positioning

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## Recent Freelance Ad Agency Employment

- Strada Advertising**, Denver, CO 2014  
Wrote radio spots and brochures for high-end real estate developments, including Asbury Park Waterfront and The Pinehills.
- Karsh/Hagan**, Denver, CO 2012  
Copywriter for web and print—Portico vacations, Innovage elder care.
- Tango Strategy**, Boulder, CO 2007 – current  
Brand Strategist and Copywriter for Wild Oats, Yogi Tea, Colorado State University, Martis Camp Luxury Homes. Creative Director for Ambu medical devices. Ongoing CD and copywriter for ad campaigns, naming, brand identity, positioning, brand strategy and brainstorming.
- PGM Integrated**, Denver, CO 2011 – 2012  
Writer: Renaissance Montessori Website, Deltak Direct Mail and Print Ads, Renskis.com Concepts and Copy.
- Undisclosed Location**, Chicago, IL 2010  
Copywriter for Aetna Insurance Vital Savings—website, brochures

## Ad Agency Employment

- Sterling-Rice Group**, Boulder, CO 1999 – 2008  
Creative Director/Copywriter  
Marie was, and to this day is, the only female Creative Director in Sterling-Rice Group's 30-year history.

### *Accounts:*

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

### *Job Responsibilities:*

Led a team of up to 12 creatives: art directors, designers, writers, production and interactive. Main copywriter on all of her accounts.

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.

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Juggled more than fifty projects at once on a regular basis. Managed over 1,000 projects annually on 4-5 accounts.

Presented and sold campaigns to top level clients throughout my career. Won numerous accounts for SRG, including Horizon Organic and WholePeople.com.

***Special Success at SRG:***

Marie's "My Goodness" campaign, Horizon Organic's first national advertising campaign, gave Horizon an ROI of \$.40 per dollar spent. The series of ads appeared in *Better Homes and Gardens*, *People*, *Martha Stewart Living*, *Natural Health* and other publications and catapulted the brand into "Happy Cow" fame. Helped the brand grow and succeed for its eventual sale to Dean Foods. For SRG, grew the account from one direct mail project into a half-million-dollar account within two years.

## **Past Freelance Ad Agency Employment**

<b>Rapp Collins Worldwide, Chicago</b>	1997 – 1999
<i>Accounts:</i> MCI WorldCom, First USA Visa, Bass Pro Shops Visa	
<b>Four Points Digital, Chicago</b>	1998
<i>Account:</i> Sears Website Writing	
<b>Bozell Worldwide, Chicago</b>	1995 – 1996
<i>Accounts:</i> Pork Producer's Council, Idaho Potato Commission, Dannon Yogurt	
<b>Cravit/Campbell Mithun Esty, Chicago</b>	1993 – 1995
<i>Accounts:</i> Montgomery Ward, Lechmere Stores	

## **Past Personal Advertising Clients**

<b>Merlin Muffler &amp; Brake Corp., Geneva, IL</b>	1993 – 2000
Creative Director/Writer/TV & Radio Producer	
<b>Sundance Homes, Schaumburg, IL</b>	1996
Video Director/Producer/Writer	
<b>Joseph Freed Homes, Chicago, IL</b>	1996
Copywriter for print campaigns	
<b>Boulder Ridge Country Club, Lake in the Hills, IL</b>	1995
Video Director/Producer/Writer	

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**Claremont Rehab/Living Center**, Buffalo Grove, IL 1995  
Writer/Creative Director for large set of brochures

**Children's Memorial Hospital**, Chicago, IL 1994 – 1995  
Video Director/Producer/Writer

## Earlier Agency Employment

**Nahser Advertising**, Chicago, IL 1989 – 1993  
Associate Creative Director/Writer/Producer

*Accounts:* Harris Bank, Florsheim Shoe Company, AT&T Business Systems, Bang & Olufsen, Westin Hotels, CNA Insurance, Allsteel

Wrote and directed creative on all of my 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, Lou Holtz and Mike Ditka on a regular basis.

## Education

M.F.A. in Writing, Vermont College, Montpelier, VT 2001  
B.A. in Liberal Arts, Columbia College, Chicago 1986

## References

“Marie’s strengths are a rare mix of the creative and the strategic. Not only is she a stellar writer and inspiring Creative Director, she also has the gift of strategic insight. Her contributions to the business are always grounded in sound strategic thinking and go far beyond just the creative. She is an excellent business partner and is always respectful of her client’s viewpoint while gently challenging both her client and herself to come up with the best solutions. If I were assembling a “dream team” to work on a business with me, Marie’s name would be at the top of the list.”

—Lori Jan Bernstein, Director of Marketing, Bernina of America

“Marie is a terrific writer, able to assume so many unique voices in her writing, but what makes me her biggest fan is her uncanny strategic ability. In fact, the tougher the business problem, the more I want Marie on my team. There’s a reason ‘star’ is in the middle of her name.”

—D’Lea Martens, Principal, Tango Strategy

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“I love working with Marie. She's one of my favorite writers ever—original, thoughtful and dedicated. Marie can make you laugh with her words and she can write very touching copy—she has a great range—all built on her insightful observations. Marie is a wonderful CD as well, with a highly developed aesthetic, who understands how the look of a piece contributes as much to its success as the idea and the copy. She takes her work seriously but Marie is so fun to have around. Over the years I have recommended Marie to many people and they all end up loving working with her as much as I do.”

—Sally Weingartner, Creative Director, DDB Chicago

“She’s smart, imaginative and one hell of a writer... Her ability to teach and motivate is something I would, without a doubt, recommend for any position.”

—Erin Bosik, copywriter, Sterling-Rice Group

“Marie is a superb Creative Director who brings an incredible amount of passion and vitality to the team. Every project we implemented was enhanced by Marie’s thought leadership and commitment to excellence and quality. Further, Marie approached every project strategically to ensure the final outcome would achieve the client’s business objectives. This combined focus on creativity and strategy is what makes Marie such an integral team member. Beyond her strategic and creative capabilities, Marie is an exceptionally talented creative writer. Marie developed a unique voice for our client that became a cornerstone of their brand. She was able to bring this voice to life in every communication material we developed: from the most technically focused brochure to an online advertisement...Marie has many talents, but most importantly she is a great mentor. Through working with Marie, I was able to push my capabilities and creative thinking to much higher levels. Her positive reinforcement, trust and empowerment enabled me to contribute to the team in a much deeper way. Marie’s guidance has made a lasting impact on me, and will likely do the same for anyone that has the opportunity to work with her in the future.

—Laura Slavec, Account Director, Sterling-Rice Group

“Marie understands how to create strategy, concepts and good writing for a wide variety of target groups. She puts herself in their heads and talks to them. She is an extremely hard and efficient worker. She is a strong leader.”

—Alan W. Webb, Director, Sterling-Rice Group

“Working with Marie was a divine pleasure. It is not often one discovers a writing partner both clever and kind. She made each day fun and every project a joy.”

—Tim Rose, Associate Creative Director, Sterling-Rice Group

“Between stints at Hal Riney & Partners and Y&R, I worked briefly at Nahser Advertising. Marie Ostarello was one of the brightest stars there. A terrific writer, smart creative and caring person, she was a delight to work with. Our clients felt the same.”

—Marty Kohr, Medill Marketing Communications Faculty at Northwestern University