Heather Baldock

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🐦 @heather_eira

EDUCATION

June 2015
Bachelor of Arts in Advertising
University of Oregon

SKILLS

Behind the scenes Photography, sound tech, PA

Design Adobe InDesign, Photoshop

Musical Ukulele, keyboard, vocals

Screenwriting Celtx, Final Draft 9

Social media Hootsuite, Trello, paid social, gifs

Web design Squarespace, Wordpress

Wildcard I can administer insulin to a cat

EXPERIENCE

The Community Senior Copywriter
May 2022 - Present

Can you hear me now? Oh wait, I'm on mute.

Verizon

Hill Holliday Copywriter >>> Senior Copywriter
July 2019 - May 2022

Kicking ads and taking names in a very tall building, then a very small apartment. Still made some big moves.

Harvard Pilgrim Health Care, Omnipod, Novartis (various clients), new business

KSV Copywriter
June 2017 - July 2019

Dabbling in the world of energy and sustainability. I guess I have to compost now.

National Grid, NYSERDA, Mass Save, Nest, EnergyStar, MiLB, the U.S. Committee of Refugees & Immigrants

GumCo Junior Copywriter
Salt Lake City, Utah | October 2015 - June 2017

Still terrible at ping pong.

The Sweet Tooth Fairy, The Advocates, Pikes Peak, Port of Friday Harbor,   Park City (Vail Resorts), Utah Department of Health, Utah Treasurer's Office

GumCo Copywriter Intern
Salt Lake City, Utah | June 2015 - September 2015

Scored a hand-crafted internship in a city I'd never visited. Thrown in head-first writing print ads, web copy, social media, commercial and radio scripts.

Stay Park City, The Advocates, Discover Moab, Vail Resorts

Wieden+Kennedy NYC Experience Writing Intern
New York City, NY | May 2015

Won the pitch to encourage investment in University of Oregon by developing "KINDRED", a 6 degrees of separation-based algorithm that demonstrates how everyday Oregonians are connected to the university.

Ask me about... the two published books I've edited, how to make a mean chai tea latté, or the time I played a dead body in a commercial.