

# Lisa Plachy

## Writer

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### personal statement

I lead with my heart—in yoga and in everything I do. I've spent the majority of my career in advertising agencies, honing brands' voices and telling their stories. Along the way, I've pursued my passion for building community in and outside my workplace. Currently I am looking for opportunities to work with companies and causes I believe in.

### Chicago-based; open to relocation/remote work

### experience and history

#### Freelance Writer

October 2018 – Present

#### VSA Partners Chicago

Associate Creative Director, March – August 2018

Senior Copywriter, March 2017 – 2018

Copywriter, March 2016 – 2017

Created, wrote, and led the development of ideas that spanned across branding and marketing for clients such as Marvin Windows and Doors, the Museum of Science and Industry, Borden Cheese, Arity, Golub Capital, and more.

Integral to new business efforts, including the creation of a campaign and tagline that helped win Hayneedle.com for the agency.

Co-founded Lady Power, an initiative aiming to join, celebrate, and empower female employees through mentorship and monthly “Lady Dates” that supported women in the community.

Mentored copywriting interns one-on-one in VSA's Summer Internship Program.

Influenced VSA's voice and branding by overhauling their recruitment communications, creating internal collateral, and leading social media efforts.

#### FCB Chicago

Copywriter, February 2015 – March 2016

Associate Copywriter, December 2013 – February 2015

As the lead writer on the team, established the voice of Cox Business through various B2B campaigns and internal communications.

Spearheaded the vision of the Clark Street Bridge Instagram (@clarkstbridge), organizing and uploading weekly content that reflected its unique mission.

#### Copywriting Internships

Downtown Partners Chicago

TwoxFour Chicago

### passion projects

#### 200-Hour Certified Yoga Instructor

October 2018 – Present

#### #davidandlisdoggybnb

January 2016 – Present

### education

#### DePaul University + Honors Program

B.A. Public Relations and Advertising + Creative Writing Minor