

LADONNA WITMER

WRITER • EDITOR • WORD NERD

COMMUNICATE

wordsbyladonna.com



available upon request



available upon request



EDUCATION

BACHELOR OF ARTS
JOURNALISM/ENGLISH
Northern Illinois University
DeKalb IL

PULLIAM JOURNALISM
FELLOWSHIP
The Indianapolis Star
Indianapolis IN

EXPERTISE

Managing creatives
Mentoring mavericks
Defining brand voices
Creating style guides
Direct communication
Articulating brand POV
Empathetic leadership
Strategic thinking

LONG STORY SHORT

I'm a storyteller, strategist, and creative problem solver. I see copy and design as a fascinating puzzle, and I love to put the pieces together so they say something extraordinary. I thrive as part of a creative team that works together to build a brand.

CAREER HISTORY

FREELANCE WRITER/EDITOR

Editorial Director @ Design Dept. + Various Clients | 2021 - Now

I use my decades of experience to craft brand voices, set the editorial direction for content, drive content strategy, manage other writers, and write content as needed.

ASSOCIATE EDITORIAL/CREATIVE DIRECTOR

Dropbox | San Francisco CA | 2018 - 2021

I brought the Dropbox mission to life by defining what it means to create an "enlightened way of working" that is more human, purposeful, and equitable.

- Evolved, refined, and evangelized brand voice across all channels
- Supported DBX Brand Studio team and partner agencies with concepts, words, and editorial know-how
- Developed ads, videos, digital spaces, and physical presence at large events like TED, Dreamforce, and Adobe Max
- Created "Permission to Speak," a talk, workshop, and workbook about finding your personal voice

EDITORIAL CONSULTANT/STORYTELLING STRATEGIST

CLIF Bar & Company | Emeryville CA | 2017 - 2018

I worked with the Digital Marketing team to refine the editorial brand voice for CLIF Bar, Luna Bar, and CLIF Kid.

- Created voice and tone style guides for all brands
- Developed strategy and created content to elevate brand values
- Managed and edited work from a roster of freelance writers

COPY DIRECTOR

Tea Collection | San Francisco CA | 2013 - 2017

As one of the leaders of the Brand Creative team, I managed the creation of all the words for this children's clothing company: marketing, editorial, social, and internal.

see next page for list of skills>

BRAIN WAVES

Enneagram 4 (Individualist)

Strengths Finder Top 5
Strategic
Input
Intellection
Empathy
Futuristic

Myers & Briggs INFJ

SHINY OBJECTS

AMERICAN GRAPHIC DESIGN
AWARD 2016
Tea Collection Spring Catalog

AMERICAN GRAPHIC DESIGN
AWARD 2015
Tea Collection Spring
and Summer Catalogs

AFTER HOURS

POETRY BOOKS
published three volumes (so far)

CINEPOEMS
short poetry videos
I write, produce, shoot
and screen at film festivals

ESSAYS
The Long Scrawl @ substack
Words by LaDonna @ medium

HAPPY MAKERS

traveling somewhere new
organizing all the things
writing better poetry
art deco everything
amateur gardening
reading scifi books
dogs and horses
getting outside
iced sweet tea
stompy boots
black pens
sarcasm

EVEN MORE CAREER HISTORY

COPY DIRECTOR responsibilities, cont.

- Defined and developed brand voice for marketing and storytelling
- Created voice guidelines and standards for consistent implementation
- Articulated brand POV through all creative touch points
- Developed brand voice strategy for targeted customer lifecycle

COPY MANAGER

Men's Wearhouse | San Francisco CA | 2011 – 2013

- Supervised all digital content for the Men's Wearhouse family of brands: MW, MW Tux, Moores Clothing for Men, K&G Superstores, and Twin Hill
- Created voice guidelines for ecommerce applications
- Developed all editorial content, including video scripts, style tips, and articles
- Led team of full-time copywriters

SENIOR COPYWRITER | IN-HOUSE CREATIVE

Shutterfly | Redwood City CA | 2009 – 2011

BabyCenter/Johnson & Johnson | San Francisco CA | 2005 – 2008

Ofoto/Kodak Gallery | Emeryville CA | 2003 – 2005

- Wrote marketing emails for entire customer lifecycle
- Created social media and editorial content
- Wrote catalog, direct mail, POP signage, ads, and packaging copy
- Defined voice and tone after re-brand [*@BabyCenter*]
- Directed team of freelance product copywriters

SENIOR COPYWRITER | AGENCY

MediaLive International | Foster City CA | 2001 – 2002

Visigy/California Design Int. | San Francisco CA | 2000 – 2001

Studio North | North Chicago IL | 1999 – 2000

Stanaszek Goodwin Design Partnerships | Evanston IL | 1997 – 1999

- Created marketing emails, web copy, interactive content
- Wrote ads, annual reports, packaging, collateral, catalogs
- Named paint colors, office products, and cookies
- Presented copy concepts in client meetings
- Client roster: United Airlines, Keebler, SEARS, Motorola, Abbott Labs, etc.

JOURNALIST/STAFF REPORTER | NEWSPAPERS

Northwest Herald | Crystal Lake IL | 1995 – 1997

The Daily Gazette | Sterling IL | 1994 – 1995

- Wrote deadline news stories
- Covered local government beats—schools, police, city councils, etc.
- Pitched, researched, wrote, and edited human-interest feature stories

FREELANCE CLIENTS

Design Dept. | Zapier | AURA | EDGE Next | Dandelion Chocolate | eBay | John Masters Organics | CLIF Family Winery | Chen Design Associates | *fabkids* | Williams-Sonoma | Mozilla | Wells Fargo | Stanford University | Ariat | GreatSchools | Monster Cable |

- apps • branding • collateral • advertising • editorial • strategy • websites