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PORTFOLIO SNARKCHARIOT.COM

AARON KIRSCHT

COPYWRITER / CREATIVE

PROFILE

Razor-sharp creative mind. Quick-witted scribe with a flair for clever turns of phrase. Proud member of the style police. Produces clutter-free copy that engages readers. Adapts to new brands and tones of voice in a jiffy. Passionate about using words to solve problems. Shrugs off pressure and delivers.

EXPERIENCE

COPY LEAD, TRACKMAN

VEDBÆK, DENMARK CURRENT

Sole writer on all marketing initiatives — including websites, print and digital promotional materials, video, social and corporate messaging — for Trackman launch monitors, range solutions and indoor golf.

COPYWRITER, KAN

MALMÖ, SWEDEN 2021–2022

Wrote editorial-style articles and infographics for Tetra Pak. Swedish-to-English editing and proofreading.

ASSOCIATE CREATIVE DIRECTOR, VMLY&R

SEATTLE, WA 2016–2021

Copywriting and creative direction for clients such as Microsoft One Commercial Partner, National Cattlemen's Beef Association (aka Beef, It's What's For Dinner) and Ford Motor Company. B2B, e-commerce, social, video scripts, instructional content, storytelling and more.

SENIOR CONTENT SPECIALIST, DELOITTE DIGITAL

SEATTLE, WA 2012–2015

Wordsmith on call for various copy and content strategy tasks, including site navigation/wireframes, whitepapers, app development, social, job descriptions and case studies.

SENIOR COPYWRITER, BLAST RADIUS

SEATTLE, WA 2010–2012

Lead writer on projects for Nike Golf, Starbucks, Microsoft, Disney and multiple pitches. Wrote all copy for NG360°, a multi-platform experience for Nike Golf.

COPYWRITER (FREELANCE)

2010–2013

Long-term engagements with The Lacek Group in Minneapolis and Eddie Bauer in Seattle. Lacek: Developed new “hero” voice for SPG (Starwood Preferred Guest) loyalty program and applied it to myriad brand messages. EB: Various copy projects for new First Ascent line of mountaineering gear.

SENIOR COPYWRITER, POP

SEATTLE, WA 2007–2010

Sole writer at the agency, responsible for all copy on projects for Target, Amazon, Microsoft and other clients. Developed banner ads, corporate information sites, voiceover scripts, social media promotions, and internal messaging including case studies, job descriptions and pitch work.

EDUCATION

University of Minnesota–Twin Cities Journalism and Mass Communication 1995–2000

The Minnesota Daily Editor in Chief 1999–2000