

ginnie read

creative director | writer

PROWESS

I started off writing things,
shooting things, and recording things.
Then designing things. producing things
and making things. All the things.
social | video | interactive | digital
broadcast | in-store | print | experiential



EDUCATION

PORTFOLIO CENTER

Copywriting graduate, 1993

DUDLEY RIGGS BRAVE NEW WORKSHOP

Improvisation workshops

MICHIGAN STATE UNIVERSITY

BA Advertising, 1991

CERTIFIED YOGA & FITNESS INSTRUCTOR

AWARDS

The Show | One Show | Show South

CONTACT

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greadco.com

WRITER + CREATIVE DIRECTOR | READ+WRITE

2018 – PRESENT | Minneapolis

Smart and often unexpected strategy, concepting, writing, directing and producing content for agencies and clients nationwide. Focus on brand building and increased engagement via social media, video, print, broadcast and supporting communications

ASSOC CREATIVE DIRECTOR | THREAD CONNECTED CONTENT

2015 – 2018 | Minneapolis

Led a team of art directors, illustrators, animators and editors to develop smart strategy, concept and produce social, digital, broadcast, video and print for entire client roster including 3M, Filtrete, ScotchBlue, Post-It, Command, Scotchgard, Andersen Windows, YMCA, MN History Center, Starkey, Punch Studios, Kura, Comply, Foster Grant and Cargill

WRITER + PRODUCER | YMCA

2012 – PRESENT | Minneapolis

Writing and production for print, broadcast and digital for the Y health & wellness, childcare, camps, capital campaigns, scholarships, promotions and events

DIGITAL/WEB WRITER TARGET.COM,

2011 – 2012 | Minneapolis

Concepting, writing, and page architecture for BABY on Target.com

FREELANCE CREATIVE

2001 – present | Minneapolis

Writing and producing for agencies and clients nationwide, including Dunwoody, Minnesota State, LifeTime Fitness, Target, UHC, St Kate's, New Balance, Planned Parenthood, Children's Theater, Mattress Giant, the Y, US Bank, Carnival Cruises

SENIOR WRITER THE FOLEY GROUP

2001 – 2002 | Minneapolis

MN Dept of Health, MN Lottery, Walker Art, MIA, Mystic Lake

SENIOR WRITER LYNCH JARVIS JONES

2000 – 2001 | Minneapolis

The Wedge Co-op, Fairview, MNSCU, The Minneapolis Foundation, "Make the Peace" campaign

INSTRUCTOR | BRAINCO & MIAMI AD SCHOOL

2000 – 2003 | Minneapolis

Instructed classes at all levels in copywriting, concepting and strategy in addition to mentoring and portfolio reviews

SENIOR WRITER COLLE & MCVOY

1999 – 2000 | Minneapolis

WeatherShield Windows & Doors, Harvest States, Novartis, Pfizer, Associated Bank

WRITER CARMICHAEL LYNCH

1993 – 1998 | Minneapolis

Rollerblade, Schwinn, Harley-Davidson, Normark, American Standard, Pentax, Avia, Polaris, Minnesota Lottery, Minnesota Office of Tourism, Norwest Banks