

# 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.  
strategy | social | video | print | broadcast  
digital | in-store | interactive | experiential



## EDUCATION

**PORTFOLIO CENTER**  
Copywriting graduate

**DUDLEY RIGGS BRAVE NEW WORKSHOP**  
Improvisation workshops

**MICHIGAN STATE UNIVERSITY**  
BA Advertising

**CERTIFIED YOGA & FITNESS INSTRUCTOR**

## AWARDS

The Show | One Show | Show South | NAMA

## CONTACT

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### WRITER + CREATIVE DIRECTOR | READ+WRITE

**2001 – PRESENT | Minneapolis**

Strategy, concepting, writing, directing and producing content for agencies and clients. Brand building, increased social engagement, video, print, broadcast and supporting communications. Clients: Dunwoody, Minnesota State, LifeTime Fitness, Target, UHC, St Kate's, New Balance, Carnival Cruises, Planned Parenthood, Children's Theater, Mattress Giant, the Y, US Bank.

### CREATIVE DIRECTOR | FRIENDS & NEIGHBORS

**2021 – 2023 | Minneapolis**

Creative Director for Pentair business across all channels. Strategy, concept and writing for University of Minnesota and Madison IAQ. Created agency social content and lead DE&I and wellness initiatives.

### ASSOCIATE CREATIVE DIRECTOR | MARKETING ARCHITECTS

**2019-2021 | Minneapolis**

Concepted, tested and produced direct response TV for clients including Omaha Steaks, Public Storage and Hansons Windows.

### ASSOCIATE CREATIVE DIRECTOR | THREAD CONNECTED CONTENT

**2015 – 2018 | Minneapolis**

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

### WRITER + CREATIVE DIRECTOR + PRODUCER | YMCA

**2012 – PRESENT | Minneapolis**

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

### DIGITAL/WEB WRITER TARGET.COM,

**2011 – 2012 | Minneapolis**

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

### 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.