

**Kathleen Honey**  
ACD • Copywriter  
416-554-5260 • [copy@kathoney.com](mailto:copy@kathoney.com)

**In Short:**

Two decades of copywriting.  
Print, direct, interactive, broadcast, out-of-home, and corporate communications.

**In Depth:**

Online portfolio <http://kathoney.com>

**Work History**

**Associate Creative Director**

Publicis Hawkeye – September 2016 to present

Concept development and creative copywriting for digital, direct and eCRM. Mentoring creatives. Developing cross-border relationships with creative teams. Clients include Canada Post, Citibank (US).

**Ask me about:** *Fostering a creative department under tremendous growth.*

**Senior Copywriter**

Publicis Hawkeye – March 2015 to September 2016

Concept development and creative copywriting for digital, direct and eCRM. Establishing agency tools and processes. Mentoring junior creatives. Clients include Canada Post, Rogers Bank, and Citibank (US).

**Ask me about:** *Seeing an agency take its first steps at full sprint.*

**Senior Writer**

Squareknot – May 2013 to March 2015

Concept development and creative copywriting for direct response and interactive. Mentoring junior creatives. Primary on Canada Post. Additional work pitching new business and Air Miles partners.

**Ask me about:** *Writing direct mail that sells direct mail.*

**Writer, Creative Manager**

Capital One – July 2011 to May 2013

Concept development and creative copywriting for direct mail, IVR, newspaper advertising. Managing writers and technical editors. Overseeing launch of credit messaging for Hudson's Bay Rewards program. Includes work on Capital One products as well as HBC, Priority Club Rewards and Delta card products.

**Ask me about:** *Going beyond the brief to do what's right for the ask.*

**Senior Copywriter**

Freelance – July 2009 to April 2011

Concept development and creative copywriting for agencies and businesses. Clients include World Vision, RBC Royal Bank, General Motors, Nestlé, Pristine LED Lighting, Mousetrap Communications, Canadian Tire.

**Ask me about:** *Responding to the earthquake and tsunami in Japan.*

**Writer**

GJP Advertising & Design – April 2008 to July 2009

Creative copywriting, and conceptual development. New client pitches. Clients include Ontario Savings Bonds, Canadian Tire Financial Services, National Bank Financial Group, TradeFreedom, Innocap Investment Management, Sagicor Life Insurance, Sears Certified Real Estate Services.

**Ask me about:** *Pitching Porsche Canada.*

## **Senior Manager, Marketing Communications & Copy**

CIBC – May 2004 to April 2008

Creative copywriting, conceptual development and marketing management. Ad hoc ads for regional sponsorship initiatives, corporate donations and selected Local Area Marketing initiatives.

**Ask me about:** *Developing a new department – Local Area Marketing.*

### ***Employment circa 20th century:***

Sherman Laws Communications – April 2003 to May 2004

Networks – February 2000 to October 2002

Freelance Copywriting – August 1999 to February 2000

Eaton's – November 1998 to August 1999

RecruitAd Advertising – April 1997 to November 1998

### **Education**

**Media Copywriting**

Humber College

September 1995 to August 1996

**Bachelor of Business Administration**

Wilfrid Laurier University

September 1990 to May 1994

### **Selected Clients**

#### **Automotive**

General Motors

GM Optimum Certified Used Vehicles

Ford

#### **B2B**

Canada Post

Pristine LED Lighting

Mousetrap Communications

Innocap Investment Management

St. Joseph Print Group

Pi Media

ePrint it

#### **Financial**

Citibank

Rogers Bank

Capital One

HBC Credit Services

RBC Royal Bank

Ontario Savings Bonds

National Bank Financial Group

Canadian Tire Financial Services

TradeFreedom

CIBC

#### **Insurance**

RBC Royal Bank Insurance

Sagicor Insurance

Mainway Hunter Creighton

#### **Not for Profit**

World Vision

CIBC Run For The Cure

CIBC Sponsorship and Corporate Philanthropy

#### **Retail**

Canada Post

Canadian Tire

The Home Depot

Grand & Toy

Eaton's

#### **Fashion & Home**

Grand National Apparel

Levi's

Eaton's

#### **Food**

Nestlé

Timothy's World Coffee

Zellers Restaurants

#### **Real Estate**

One Sherway

Sears Certified Real Estate Services