

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

**In Short:**

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

**In Depth:**

**Online portfolio** <http://kathoney.com>

**Work History**

**Associate Creative Director**

Sandbox Advertising – April 2017 to September 2020

Concept development and creative copywriting for websites, mass, radio, video, digital and direct mail. Clients included Union Gas, Enbridge Gas, Gilda's Club Greater Toronto, Boston Scientific (Pain.com), American Medical Association, Montefiore Health System and Pet Valu.

**Ask me about:** *Transitioning brands and working across borders.*

**Associate Creative Director**

Publicis Hawkeye – September 2016 to April 2017

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

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

**Senior Copywriter**

Publicis Hawkeye – March 2015 to September 2016

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

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

**Senior Writer**

Squareknot – May 2013 to March 2015

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

**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. Included 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 included 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 included Ontario Savings Bonds, Canadian Tire Financial Services, National Bank Financial Group, TradeFreedom, Innocap Investment Management, Sagacor Life Insurance, Sears Certified Real Estate Services.

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

**Employment circa 20th century includes CIBC, Sherman Laws Communications, Networks.**

## **Education**

**Media Copywriting** Humber College  
**Bachelor of Business Administration** Wilfrid Laurier University

## **Selected Clients**

### **Automotive**

Ford  
General Motors  
GM Optimum Certified Used Vehicles

### **B2B**

American Medical Association  
Grand & Toy  
St. Joseph Print Group  
Union Gas

### **Financial**

Canadian Tire Financial Services  
Capital One  
CIBC  
Citibank  
HBC Credit Services  
Ontario Savings Bonds  
RBC Royal Bank  
Rogers Bank  
TradeFreedom

### **Food**

Nestlé  
Timothy's World Coffee  
Zellers Restaurants

### **Healthcare & Pharma**

American Medical Association  
Boston Scientific (pain.com)  
Montefiore Health System  
Olinvyk

### **Not for Profit**

CIBC Run For The Cure  
CIBC Sponsorship and Corporate Philanthropy  
Gilda's Club Greater Toronto  
Montefiore Health System  
World Vision

### **Retail**

Canada Post  
Canadian Tire  
Eaton's  
Grand & Toy  
The Home Depot

### **Services & Utilities**

Canada Post  
Enbridge Gas  
Union Gas