

Deborah Kubes

Communications and Creative Manager

Experienced communications professional and creative manager who loves to help great brands hone their narratives and connect with their audiences through communications that resonate on an authentic, human level.

Energized by talented, collaborative teams who trust each other and believe in the stories they're telling.

CONTACT & PORTFOLIO

651.271.8415

talktodebk@gmail.com

talktodebk.com

EDUCATION

MASTER OF ARTS

Iowa State University

Major: English (Rhetoric and Professional Communication)

Thesis: *Balancing Convention and Context: The Rhetoric of Rejection in Real-World Practice*

BACHELOR OF ARTS

Luther College

Majors: English and Spanish

Study abroad: University of Valencia, Spain

STRENGTHSFINDER TOP 5

- Learner
- Relator
- Arranger
- Maximizer
- Intellection

EXPERIENCE

THOMSON REUTERS

Eagan, MN

2006 - 2018

CREATIVE MANAGER
CREATIVE LEAD
SENIOR COPYWRITER

Managed a creative team of senior-level copywriters and art directors within the global \$15M in-house creative agency at Thomson Reuters, a multinational corporation that provides specialized information, software and expertise to legal, tax and news/media professionals worldwide. Also managed the copyedit team responsible for hard copy and online proofing of all the work we produced. Each year, our agency completed an average of 10,000 digital, video and print deliverables for more than 300 internal clients.

- Supervised execution of multiple creative projects – from strategy evaluation and resource assignment through brand review, client approval and production
- Wrote copy for multichannel campaigns, AEM Mobile apps, executive presentations, digital (website, email, banner ad, social) and print marcom, video scripts, environmental graphics, product naming, variable data/self-service marcom and internal corporate communications
- Presented and pitched creative concepts to clients and executives
- Managed review and update process of law book descriptions on our online store (legalsolutions.com); provided annual marketing updates and training to legal editorial staff on optimal online descriptions and SEO
- Collaborated with other creative managers and directors on staff skill development/strengths and creation of measurable team and individual goals
- Cultivated opportunities for our agency across the company, including new collaboration with a separate Thomson Reuters creative team to provide them with copywriting and editing support
- Hired, trained and mentored new staff and contractors

SELF-EMPLOYED

Burnsville, MN

2001 - 2006

FREELANCE WRITER

Wrote copy and content to increase sales, raise funding, grow membership, and nurture customer experience/membership loyalty for nonprofit and for-profit organizations. Industries included insurance, financial services, coffee/wine, motorcycling, fire prevention, transportation, conservation and international aid.

MARSH & McLENNAN

Des Moines, IA

1998 - 2001

SENIOR COPYWRITER
COPYWRITER

Wrote life, health and professional liability insurance product sales copy for direct mail, response ads and upgrades/cross-sells in billing. Created and presented proposed strategic plans and annual marketing overviews to outside clients and internal account management. Designed and executed creative tests to improve response – including my biggest winner: a new mailing that generated a 125% lift in response over the control and at a 6% cost reduction.

IOWA STATE UNIVERSITY

Ames, IA

1995 - 1998

INSTRUCTOR

Taught undergraduate courses in business communication and composition to develop student abilities in rhetorical analysis, proposal and report writing, negative messages, professional communication and essay composition. Won Teaching Excellence Award from the Graduate College in 1997.

ACTIVITIES/INTERESTS

- Board member, Pilot Knob STEM Magnet School Parent-Teacher Association
- Fundraising and grant writing
- Journalism and storytelling
- Election judge – cities of Burnsville and Eagan
- Yoga
- Cavalier King Charles Spaniels