

Thom Fountain is a writer, strategist, and journalist working out of the upper Midwest. He loves whiskey, the Green Bay Packers and getting in Internet fights. A lot of times those things are connected. He's also a great co-worker. Trust me.

Experience

RAZR

Copywriter
Greater Minneapolis
04.2017 - Present

Select clients:

US Bank
Medtronic
Bright Health

RAZR – a marketing and technology company focused on health-care and finance – acquired Larsen Creative in 2015. I stepped in a few years later as the sole copywriter for the creative team and continue to help grow the creative arm of the business with existing and new clients.

- Concepted and wrote direct mail, web video, social, and other campaigns – often multiple clients at one time
- Helped manage client social channels
- Involved in new business development from a concepting and writing perspective

Draft Design House

Copywriter
Strategy Director
Eau Claire
03.2016 - 04.2017

Select clients:

Marten Transport
Mikana Foods
Headwater Yoga
The Brewing Projekt

As Eau Claire's reputation grew from a sleepy Western Wisconsin town to a bustling arts and tourism hub a need arose for a marketing agency that didn't just build you a Wordpress. Draft has expanded offerings with its clients' needs, playing in digital marketing, branding, web development, and 360° campaigns.

- Established strategy across every aspect of our clients' business, often directly with them
- Concepted, wrote and managed dynamic content, including social, web copy, web video, and TV
- Led new business acquisition and increased new contracts by more than 50% over the previous year

VML

Campaigns Specialist
Kansas City
02.2015 - 03.2016

Select clients:

Gatorade Brisk
Tropicana Southwest
Propel KC Royals
PepsiCo Mist Twist

VML's Gate 1 team had a great run in 2015 and 2016 that I was glad to be a part of. I was the sole project and operations manager for the group and oversaw its growth to nearly doubling in staff and more than doubling in clients, all while maintaining smooth processes that allowed for award-winning creative.

- Created and maintained timelines and estimates for client projects and campaigns
- Assigned and managed resources to maintain creative integrity while hitting fast deadlines
- Worked with executive team on financial and resource reporting for internal and client needs

Volume One

Managing Editor
Eau Claire
01.2012 - 10.2014

Volume One Magazine is a catalyst for change in the Chippewa Valley, pushing the arts and tourism scenes forward with every issue and event. As a writer, then editor I was able to guide the editorial side of the business from a granular and big picture level, developing and pushing content for print and web.

- Wrote over 200 stories (from quick blurbs to blogs to long-form) on arts and news topics
- Concepted story ideas and editorial and advertising features
- Managed and edited a small editorial team and large pool of freelance contributors

Skills

Twitter Ads



Facebook Ads



Google Adwords



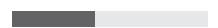
Eating Pad Thai



HTML5



CSS3



Javascript



SEO Analysis



Making Pad Thai



Adobe InDesign



Adobe Photoshop



Adobe Premiere



Keynote



MS Excel



Freelance

The Pitch Music Journalism

&Pixels Web Content

Pour Me A Beer Copywriting

WUEC Radio Reporting / Host

The Spectator Reporting / Editing

Wisconsin Built Guitar + Drums

Pro Bono

MN AdFed + Ad2 Copywriter

Blugold Radio Boardmember

Friends Of The Library Boardmember

Student Radio Initiative Marketing Chair

Education

University of Wisconsin: Eau Claire
Journalism, Design, Creative Writing
09.2008 - 12.2011