

WILLIAM THOMAS LAMPE

will.lampe@yahoo.com | 859.760.6157 | www.writingbywill.work

EXPERIENCE

Bandy Carrol Hellige, Freelance Copywriter, September 2019- Present

- Works closely with senior copywriters to translate strategy into compelling advertising across multiple media platforms including social media, SEO, SEM, direct mail, radio, and video content.
- Create content for a variety of clients including Four Roses Bourbon, Joella's Hot Chicken, Liquor Barn Party Mart, Kentucky Lottery, Game On Mouthguards, Louisville Tourism, Spalding University, and a popular podcast from John Calipari..
- Examples of my work can be found at www.writingbywill.work.

GE Appliances, January 2017- August 2019

PRODUCT MANAGEMENT CO-OP, CLOTHES CARE MARKETING, FEBRUARY 2018- AUGUST 2019

- Regular duties included writing pitches to retailers, creating weekly competitive reports and industry breakdowns, and organizing the product manager's schedule.

COMMERCIAL SALES CO-OP, B2B CHANNEL, JANUARY 2017- FEBRUARY 18

- Assisted sales team of over 20 people and their branch manager.
- Regular duties included cold calling for more sales, setting up appointments with sales staff, and organizing weekly fundraising calls with all the salespeople, I also put together Excel and PowerPoint sales reports and organizing the manager's schedule.

University of Louisville Phone-a-thon, Telemarketer, August 2015- January 2017

- Called UofL alumni in order to solicit donations for the university. Was one of the team's top fundraisers throughout employment.

Sherwin-Williams Student Painters, Production Manager, May 2016- August 2016

- Responsible for going door to door to acquire new business and managing the production team's schedule.

HONORS & ACTIVITIES

raiseRED Dance Marathon

RaiseRED is UofL's largest student-run philanthropic organization and a year-long fundraising effort culminating in an 18-hour dance marathon. All the money raised supports research efforts and clinic needs of UofL's Pediatric Hematology and Oncology clinic. During my time there I helped raise over two million dollars.

EXECUTIVE DIRECTOR, MARCH 2018-MAY 2019

- Lead an organization of over 120 student leaders.
- Worked closely with our sole beneficiary, UofL's Pediatric Hematology and Oncology Clinic.
- Maintained and built relationships with key stakeholders and donors and pursued new initiatives that contributed to the growth of raiseRED.

PROGRAMMING DIRECTOR, MARCH 2017-MAY 2018

- Planned dance marathon attended by over 1,000 students
- Emceed the entire 18 hour event.

TEAM LEADER AND MORAL CAPTAIN COORDINATOR, MARCH 2016-MARCH 2017

- Interviewed, hired, and trained a team of over 60 people who would wind up leading teams of students throughout the event.

MORALE COORDINATOR, AUGUST 2015-MARCH 2016

- Led a team of over 40 dancers through the 18 hour dance marathon, learning how to manage a team of different personalities unite for one common goal.

Comedy Writer

- I have been writing and performing my own comedy for over four years, both in college comedy groups and stand up comedy at clubs.

Service Leader of the Year, University of Louisville 2018-19

Sigma Chi Fraternity, Executive Council

EDUCATION

University of Louisville

Marketing Major, Creative Writing Minor

Graduated May 2019

GPA: 3.38