

**Debbie Baer | Writer**

[website](#) | [email](#) | 773.791.3927

**Writer | [Indigo Slate](#)** (Seattle), Dec 2020 - Present (contract)

- Distill big, ambitious ideas into precise, targeted copy that triggers buy-in at the highest levels and delivers on creative briefs
- Write high-impact, motivational B2B video scripts with a strong focus on SaaS technology
- Quickly generate B2C tag-lines and other promotional copy for pitch decks
- Edit and build on existing content to align with voice, story, and campaign goals
- Work with localization partners to ensure appropriate copy for global audiences
- Clients include T-Mobile, Microsoft, Rolls-Royce, & WatchGuard

**Writer | [Live Marketing](#)** (Chicago, remote), May 2020 - Present (contract)

- Script virtual experiences—including sponsored talk shows, virtual site tours, and keynote speeches—to feel as engaging as real life
- Create tag lines and pitch decks for brand extensions, incorporating existing guidelines while pushing the envelope toward innovation
- Craft questionnaires to elicit compelling stake-holder insights to incorporate into scripted videos
- Adjust deliverables based on legal reviews
- Clients include Philips & Boston Scientific

**Writer | [TEAGUE](#)** (Seattle) May 2020 - Present (contract)

- Created an internal client microsite cataloging a year-long project to secure future funding
- Translate insights from engineers, researchers and designers into easy-to-grasp content that connects with clients and lands with key stakeholders
- Edit team-written presentations for clarity, consistency, flow, and narrative arc
- Write lively, targeted v/o narrative for designer presentations
- Crafted a narrative deck template to help team consistently deliver work with a compelling arc
- Clients include Boeing & Microsoft

**Writer + Founder + Designer + Content Strategy | [The Willary](#)**, Jan 2014 - Mar 2020

- Created relevant and enticing marketing copy that led to 34-49% email open rate and 14-19% click rate
- Grew online store sessions 25% and total orders 68% (ytd) by marrying targeted, compelling & shareable marketing copy with strong brand story and product design
- Grew online conversion rate 13% (ytd 2019) by writing lively, engaging & story-driven product copy that helped customers experience products before even trying them
- Increased customer engagement and reinforced brand identity with a variety of blog posts—from SEO-optimized product information to long-form storytelling to customer-relevant news and tips
- Increased brand engagement and reach by conceiving of clever, user-centered marketing campaigns
- Crafted and maintained cohesive brand voice over print and online channels

**Writer + Content Strategist | [Alessandra Mackenzie](#)** (NYC), May 2020 - July 2021

- Devise content initiatives to communicate brand identity and values
- Establish core branding principles and content guide
- Write product descriptions, print catalog copy and e-commerce website copy
- Edit contributor-generated content to fit within brand parameters
- Audit website content and propose cohesive plan to capitalize on strengths and add value

**Copyeditor | [Ghost Lab Design](#)** (Chicago), June 2019 - Aug 2019 (contract)

- Adhere to and, when appropriate, create or annotate client style guides
- Work with project lead to create proper tone based on client goals and intended audience
- Solidify company messaging by replacing loose jargon with report-focused specifics

**Designer | Haddad Brands** (NYC), Nov 2012 - Jan 2014

- Designed clothes for Nike SB and Levi's Global Affiliates
- Created high-volume work adhering to extensive style guides that varied regionally and internationally
- Surveyed and analyzed market and retail trends to design saleable styles
- Created and edited technical specs and production packages for overseas manufacturing

**Costume Designer**, June 1990 - May 2012

- Collaborated with producers, technicians, and fellow designers to create cohesive stories through the visual language of design
- Credits: Tony-nominated theatres, international stages, & a Grammy-nominated band

**Education**

Bachelor of Arts: English Literature | **Reed College**, Portland, OR

Master of Fine Arts | **Northwestern University**, Evanston, IL

Associate of Applied Science: Fashion Design | **Parsons The New School**, NY, NY

**Skills** | Adobe Creative Suite, Microsoft 365, trend forecasting, public speaking, DTC e-commerce

**Extras** | Second City Chicago improv, potter, Outward Bound graduate, Pilates fiend