

EXPERIENCE

EVERYWHERE // FREELANCE CREATIVE DIRECTOR

08.18 – CURRENT

Expertise at transforming strategy into winning pitches
Experienced with conceptual 360 campaigns across all media
Compassionate, brave & flexible as a creative & leader
Excellent client relations & frequently requested by name
Seamlessly move between leading & doing
Brands: Kona, Google, Harley-Davidson, Athleta & Barefoot Wine

APPLE INC. // FREELANCE ACD

05.20 – 03.21

Supervised a team of writers on the Channel Interactive team
Led product launches across digital, marketing & social
Provided insights & feedback on current & future employees
Presented work to cross-functional teams & approvers

GOOGLE // FREELANCE CREATIVE LEAD

06.17 – 08.18

First writer for a small embedded team at Google
Worked on Chrome, Android, Jacquard & more
Collaborated with clients & led creative development
Defined new creative processes & team structures
Implemented & trained coworkers on hiring practices

APPLE INC. // COPYWRITER & CREATIVE

08.14 – 06.17

Primary writer for multiple launch products
Created campaigns for Apple's original TV series
Led App Store social for evergreen & specialty campaigns
Developed co-branded ads for Disney, Vanity Fair & more
Worked on everything from print ads to experiential events
Mentored junior creatives & partnered with vendors

TEAM ONE // COPYWRITER

06.13 – 08.14

Juggled multiple partners & projects at a time
Created work across OLV, print & unique web experiences
Worked on photoshoots from concept to final edit

GOODBY // FREELANCE COPYWRITER

10.12 – 05.13

Traditional & nontraditional advertising
Executed long-term launch project
Created & presented creative decks directly to clients

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

B.A. English Literature

Major GPA: 3.9

Overall GPA: 3.7

Full-time student with a full-time job

FLORIDA STATE UNIVERSITY

English Lit & Religious Studies

Double major with 3.8 GPA

Student Ambassador 2004

Equestrian Team Secretary 2004

ETCETERA

Proficient with Adobe Creative Suite
Fluent with all Google Drive products
Can quickly adopt a variety of tones
Sharp POV & bold decision-maker
Former horse whisperer
Conceptual, strategic & collaborative
Culturally curious & ever-evolving
Confident in presentation
Passionate & empathetic mentor
Familiarity with startups & startup culture
Excellent pattern recognition
Great eye for blind spots
Massive appetite for challenges



Emily Boes Luedecke

Available in SF, LA, & remote
www.linkedin.com/in/emilyluedecke
www.emilydoesnttweet.com