

Trace Conn CD/Copy

trace-conn-creates.com

Profile

Experienced, passionate Creative Director, Copywriter and Storyteller with nearly 30 years of agency experience. I believe that advertising should be fun and that authenticity is king. I love writing my way through obstacles, creating emotive, impactful content and helping others transform good ideas into exceptional realities.

Experience

Creative Alliance/Scoppechio/Well – ACD to CD, 2007-2025

I was fortunately asked to stick around when Creative Alliance absorbed Paul Schultz Advertising. Then stayed there for 18 years, growing from ACD to CD and riding the waves of multiple waves of name changes, building changes and diversification.

Paul Schultz Advertising – Junior Copywriter to Senior Copywriter, 1996-2007

Started as a temp writer and stayed for 11 years, honing my skills, learning the business and building my book.

Client Experience

Baptist Health System (KY), CHRISTUS Health (Texas), Kentucky Community & Technical College System (KCTCS), LG&E and KU, AdventHealth, Galen College of Nursing, Kentucky Tourism, Murray State University, Community Health Systems (CHS), Churchill Downs, Jewish Hospital, Mortenson Family Dental, Nanz&Kraft Florists, Mindcare Solutions, Jackson Hospital (Alabama), Genesys Health Alliance, Kentucky Transportation Cabinet, Kentuckiana Air Education (KAIRE), Kentucky Center for the Performing Arts, GE Appliances

Education

BA in English, Centre College, 1995

Skills

Creative direction, copywriting, scriptwriting, concept development, production supervision, music and VO supervision, AI shenanigans, new business, presentation. Great with Word, PPT, and InDesign. Decent to good with Photoshop, Audition and Premier Pro.

Awards

Addy's. And a truckload of education and healthcare industry communications awards.

Based in Louisville, KY

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