Sam Herriges

COPYWRITER

I'm a multi-faceted junior talent who loves making work that ranges from smart to charming to downright ridiculous. My passion lies in pushing myself and others around me to make work that challenges convention. I'm an ally, a persistent force and an absolute menace to the livelihood of cookies everywhere.

Contact

Phone

262 - 305 - 1833

Address

64 Lake Riley Trail
Chanhassen, MN 55317

Portfolio

samherriges.com

Email

samherriges@gmail.com

Skills

Conceptual Thinking
Microsoft Office Suite
Adobe Creative Suite
Creative Problem Solving
Google Suite
Written & Verbal Communication

And a special skill only unlockable post-hire.

Languages

English (Native/C2)

German (Strong Vantage/B2-C1)

Gen Z (Native/C2)

Back Pats

District 8 ADDYs

2020

Silver x 1

AdFed MN The Show

2021

Gold x 2

2020

Best of Show x 1
Gold x 4
Silver x 1

Experience

Junior Copywriter (contract) — **Cactus | Denver, CO**

Feb 2021 - Present

+ **Clients:** Colorado Lottery, Vail, Community America Credit Union, Aventa Credit Union, new biz.
+ **Channels:** TV, Radio, Digital, OOH, Print, Non-traditional, Social, Email/Direct.
+ **Conclusion:** If you're the first in and the last out, people will just assume you sleep at the office.

Copywriting Mentor and Moderator — **100 Roses From Concrete**

Aug 2020 - Present

+ Helping champion diversity by empowering others and amplifying their voices.
+ Assisting in the career development of the G.R.O.W.T.H Initiates and the messaging for the 100 RFC.
+ A constant study of how to be a better ally.

Copywriting Intern — **Hunt Adkins | Minneapolis, MN**

July 2020 - Dec 2020

+ **Clients:** Duke Cannon, Great Clips, Verist, Sever's, Hunt Adkins.
+ **Channels:** TV, Digital, Social, Radio, Non-traditional, Email/Direct.
+ **Conclusion:** Trial by fire. You can do good work remotely. It isn't always easy, but when was advertising ever easy?

Copywriting Fellow — **100 Roses From Concrete | The G.R.O.W.T.H Initative**

June 2020 - Aug 2020

+ **Client:** CONNECT NYC (nonprofit that builds a network of allies for victims of interpersonal violence).
+ **Channels:** TV, Social, Digital, Email/Direct.
+ **Conclusion:** The COVID cohort. I collaborated with a team of aspiring ad people to create a social and broadcast campaign. I also learned the importance of listening to others, learning to be an ally, and how to make space for others to thrive.

Copywriting Intern — **ICF Next (neé Olson) | Minneapolis, MN**

June 2019 - Aug 2019

+ **Client:** Amtrak, Bissell, the BrandLab, Smucker's, Hotels.com, J&J Gaming.
+ **Channels:** Email/Direct, Digital, Social, Non-traditional.
+ **Conclusion:** Work hard and ask questions like, "do you have any more work?"

Education

Marketing Communications and German — **University of St. Thomas**

Sept 2016 - May 2020

+ B.A. in Marketing Communications | B.A. in German Language Studies.
+ Courses: Writing for Advertising, Integrated Campaigns, Strategic Communication, Consumer Behavior, Typography, Philosophy, Ethics,Theology and many, many semesters of German history.

Sketch Writing — **The Second City**

May 2021 - July 2021

+ "Yes, and"-ing can make even the worst ideas wonderfully weird.
+ Explored the essense of comedic storytelling and attempted to apply it on many occasions.
+ Wrote scripts individually and collobratively ranging from five-page skits to quarter-page blackouts.
+ There's no space for egos in a writer's room — it's much too small.

Trivia

Student Athlete — **University of St. Thomas Football Team**

Aug 2016 - May 2020

+ Incoming cliché: Hard work pays off.
+ Brain cell free-for-all: Only the strangest survive.
+ Most Valuable Lesson: You're the sum of the people you surround yourself with.

Published Translator — **University of St. Thomas**

Dec 2016

+ Collaborated with classmates to translate documents from German to English for the city of Elk River, MN, thereby helping them reduce their carbon footprint and improve their overall sustainability.