

Kevin Treaccar

writer | storyteller

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kevintreesomething.com

512.694.7847

Experience

Freelance Senior Copywriter

Jun 2022 – Present

Remote/Dallas, TX

Senior Copywriter

Apr 2018 – Jun 2022

Hawkeye Agency (formerly Publicis Hawkeye) Dallas, TX

Disney Rewards, USAA, Terminix, USAA Annual Enrollment

- Wrote and managed website copy for Disney Rewards
- Wrote email, digital and social copy for USAA
- Wrote video scripts as well as digital and printed copy for Terminix
- Wrote the Annual Enrollment Guide for USAA

Copywriter

Apr 2014 – Apr 2018

Publicis Hawkeye Dallas, TX

Terminix, Zoës Kitchen, Disney Rewards, New Business

- Wrote website, digital and email copy for Terminix
- Redesigned zoeskitchen.com
- Wrote and managed website copy for Disney Rewards

Junior Writer

Oct 2011 – Apr 2014

MEplusYOU Dallas, TX

HMH Co, Wells Fargo Small Business, MoneyGram, New Business

- Redesigned hmhco.com, combining 27 partner websites into one educational resource website
- Wrote social copy for Wells Fargo Small Business
- Wrote social copy for MoneyGram

Education

Institute of Advanced Advertising Studies

2015

4A's Dallas

Copywriting

2011

The Creative Circus

Advertising

2009

The University of Texas at Austin