

## **CAROLINA GÓMEZ DE LA TORRE**

2316 Stillmeadow Road • Oakville • ON L6M 4C7

h. 905.469.6471 • c. 416.301.0626

[www.carolinagomezdelatorre.com](http://www.carolinagomezdelatorre.com)

[cgomezde@hotmail.com](mailto:cgomezde@hotmail.com)

### **OVERVIEW**

*"Describe being a Senior Copywriter for Interactive in 100 words or less." OK...*

\* Work closely with Art Directors to generate ideas for Web sites, micro sites, promotions, e-mails, banners, games and integrated campaigns.

\* Present concepts to clients and get them to think beyond the banner by showing them how the Web can enhance their brand.

\* Write clear, concise copy with the right tone of voice for the brand and its target audience.

\* Oversee the work of freelance and junior copywriters who may be less familiar with key brands.

\* Work relentlessly to integrate copy, graphics and information architecture.

\* Participate in developing creative for new business pitches.

### **Copywriter**

MacLaren McCann  
direct & interactive  
Toronto, ON  
06/03 – present

**General Motors of Canada** – Conceptualize ideas and write copy for the Pontiac Buick GMC division of GM. This includes promotional sites, banners, e-mails and integrated campaigns with the direct marketing team. As well as updating the main GM site with new vehicle and model launches. [www.gmcanada.com](http://www.gmcanada.com)

**Nestlé Canada** – Worked closely with the client to develop a new Web site for Lean Cuisine, a resource centre for moms-to-be that fully integrates with their direct marketing program and helped develop Nestlé's new online initiative: Good Food, Good Life. [www.nestle-baby.ca](http://www.nestle-baby.ca), [www.leancuisine.ca](http://www.leancuisine.ca), [www.goodfoodgoodlife.ca](http://www.goodfoodgoodlife.ca)

**Rogers Wireless** – Worked on several product micro sites, banner campaigns and monthly newsletters for Roger's youth target.

*Other clients include: Rogers Cable*

### **Lead Copywriter**

Wunderman  
Interactive  
London, UK  
08/01 – 03/03

**Ford of Britain** – Wrote copy and managed freelance writers for the main Ford of Britain site, as well as micro sites and online advertising for all vehicles including commercial vans. [www.ford.co.uk](http://www.ford.co.uk)

**Land Rover** – Responsible for the online advertising for all Land Rover vehicles. This included flash banners, overlayz, transitionals and pop-ups. [www.landrover.com](http://www.landrover.com)

**Motorola** – Worked on several product micro sites for both UK and US audiences. [www.hellomoto.com](http://www.hellomoto.com)

**Xerox** – Worked on an integrated banner campaign and participated in pitch that won this account.

*Other clients include: Boots, Ford of Europe, IBM, and Star Alliance*

**Writer**

Organic Inc.  
Toronto, ON  
07/00 – 02/01

**Ontario Lottery & Gaming Corporation** – Co-wrote copy for both the corporate and consumer sites. [www.olg.ca](http://www.olg.ca) & [www.olgconsumer.ca](http://www.olgconsumer.ca)

**Bell Canada** – Worked with the senior writer to create all the copy for the B2B site and flash scripts. [www.BellZinc.ca](http://www.BellZinc.ca)

**Junior Copywriter**

Bratch Innovations  
Toronto, ON  
07/99 – 07/00

Wrote online copy for the legal, non-profit, and music industries, in addition to writing internal documents such as employee biographies, sales kits and process documents.

Developed site architecture applying usability and navigation principle:

*Clients included: RecordsCenter, Affinity Internet Services Inc and ReviewStore.com*

**EDUCATION**

Post-Graduate Diploma in Media Copywriting, Humber College, 1999.  
B.A with Honours in Psychology, University of Western Ontario, 1997.

**AWARDS**

Gold, Canadian Marketing Award, 2004  
General Motors of Canada, GM Employee Believer program

Merit, Canadian Marketing Awards, 2004  
Nestlé Canada, Nestlé Baby integrated campaign

What Car Best Company Car site, 2002  
Ford of Britain, Talkback Club Web site

Bronze, Omni Intermedia Awards, Fall 2001  
Ford of Britain, Unbranded Fiesta "Hoops" campaign

**PORTFOLIO**

View my online portfolio at [www.carolinagomezdelatorre.com](http://www.carolinagomezdelatorre.com)