

Deb Pahl

I write stuff

debpahl.com

debpahl@comcast.net

905 W. Cornelia 3E

Chicago, IL 60657

773.616.946

Recognition & Stuff

Communication Arts

Adweek Ad of the Day

The Webbys

YouTube Top

Performing Ads

Ad Age Editor's Pick

**Digital Agency
of the Year**

Random Stuff

Believe otters are life

**Met Elvis Costello
three times**

Never had a cavity

Slightly tryphobic

Ball State grad

iCrossing – Chicago, IL

ACD/Copy

2017 – current

Mastered the art of the cheese pull

Clients: Kiehl's, Sargento, Quaker, Bridgestone, Urban Decay

Media: Online video, website, social, digital, brand development

Freelance Writer/CD – Chicago, IL

2014 – current

Discovered unlimited cotton candy at a photo shoot is not a good thing

Clients: Ragu, Kmart, Kellogg's, Reynolds, Lincoln Park Chamber of Commerce

Media: Online video, website, social, TV, digital, brand development, editorial

DDB – Chicago, IL

ACD/Copy

2009 – 2014

Learned all 72 ingredients found in a Big Mac

Clients: McDonald's, Ronald McDonald House Charities, Capital One

Media: Digital, website, online video, TV, social

Tribal DDB – Chicago, IL

Senior Copywriter 2005 – 2009

Read fashion magazines for "research"

Clients: LensCrafters, Nine West, Rachel Roy, L.E.I., The Home Depot

Media: Digital, website

Snap!

Freelance Writer

2002–2006

Interviewed Beyonce on the red carpet – asked one entire question

Clients: WWD, DNR, Hoyt Publishing (P-O-P Times, Home Décor Buyer), Discover Card, Hyatt

Media: Magazine editorial, print, brochures, direct mail, brand development

DDB – Chicago, IL

Copywriter

2000–2002

Learned waaay too much about insurance

Clients: State Farm, Qwest, McDonald's, JCPenney, cars.com, ServiceMaster

Media: Print, radio, brochures, direct mail