

Work History: Catherine Snow

My strength, as a writer, is the ability to take in complex material and distill it into readable, understandable, persuasive advertising. I believe in capturing the audience with a story, and then compelling them through emotion met with reason.

Recent Awards: In 2006, Acton's ad campaign, which I created together with local art director Rick Devon, won multiple awards at our local Addys, including "**Best of Show Print**," and went on to win **regional awards** competing with Chicago and Detroit agencies. The 2007 ads garnered two gold Addy awards. In addition, these ads were a part of a larger campaign by the Acton Institute (Connecting good intentions with sound economics) **first-prize winner in the Templeton Freedom Awards, 2007.**

Education: I attended Michigan State University and graduated from Aquinas College with a BA in Communication Arts and a minor in Business Management. Writing has been my passion and profession ever since.

Work Experience: After my first job in the marketing department of a local department store, I moved to The Netherlands with my Dutch husband in 1985. We lived in Amsterdam and I worked as a writer for **Mexx International**, a fashion company. We moved back to the U.S. in 1986, at which time **Herman Miller office furniture** hired me as a writer in their marketing department. Soon after, my husband Marcel Burgler and I started **Burgler Advertising**, a full-service agency providing print, television and radio advertising, PR and trade show exhibits. By 1992, our agency employed 25 people and had become a successful "creative boutique," winning multiple advertising awards, locally and regionally.

Burgler's clients included: Mc Donald's Children's Charities, the National Conference of Catholic Bishops (NCCB), The Physician's Ad Hoc Coalition for Truth (PHACT) in DC, Trendway office furniture, St. Mary's Hospital, Providence Hospital in Detroit, United Bank, Ameribank, the Acton Institute and many, many others. Additionally, we did pro bono work for Rose Haven Ministries, United Way, Help Alternatives to Abortion and other non-profit organizations.

In 1996, Marcel and I sold the business as he pursued another career as a real estate developer. I stayed at Burgler Advertising with the new owner, acting as Vice President and Creative Director for another two years before starting my own business: Créatif Boutique.

My current client list includes The Acton Institute, international think tank headquartered in Grand Rapids, MI; Princeton Theological Seminary, Princeton NJ; Competitive Enterprise Institute, Washington D.C., Prime Development, Grand Rapids, MI, Studio One Apartments, Detroit Michigan.

Skills: My main focus is writing and generating concepts for print, radio and TV ads, video scripts, articles and websites. I also act as creative director on many projects and love working with visual elements. I am experienced in and love choosing music for TV, radio and video, as well as casting and directing voice talent.