

# BEN KALAJAINEN

copywriter + uncle

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## Hi there.

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I'm Ben, and I've spent the last two years honing my Copywriting craft at Haygarth US (TracyLocke) on the Kellogg's snacks team. Working in a "Shopper" agency has not only been challenging, it has taught me another perspective to the advertising I learned at the Creative Circus. And while I've loved getting a taste of the industry I fell in love with down in Atlanta, I'm ready to use my skills outside the retail space.

Let's do this.

## EDUCATION

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The Creative Circus - 2019  
Copywriting Grad

The Illinois Institute of Art -  
Chicago  
Bachelor of Arts in Advertising

Anderson University  
Course Study, Music Business/Voice

## SKILLS

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InDesign, Photoshop, Illustrator,  
After Effects, Photography,  
Self-proclaimed Cat Whisperer,  
Badass Uncle

## EXPERIENCE

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Haygarth US - Copywriter 2021 — Present  
Associate Copywriter 2019 — 2021

Kellogg's snacks - Cheez-It, Pringles, Town House, Rice Krispies Treats, Eggo. In-store, direct, digital/social, packaging, product innovation, promotions, event planning/activations, PR, sports partnerships, gaming partnerships, snacking way too much

**Got a cheesy, flavorful taste of writing for the snacks you know you love.**

Windy City Wedding Dance - Marketing Intern 2016

creative blogs/WordPress, fundamental SEO, social content, small business partnership acquisition, wrote and designed the annual showcase playbill, event host

**Still can't dance, but I brought salsa to the salsa party, literally.**

DSW - Sales Associate 2013 — 2014

**My feet miss the discount.**

Outback Steakhouse - Host 2012 — 2013

**I once opened the doors and said, "Welcome to Applebee's!"**

**I've never worked at Applebee's, so I don't know where that came from.**

Godwin Plumbing - Deliveries and Warehouse 2011 — 2012

deliveries, inventory, on-site assistance, B2B relationships

**Let's talk about PVC pipe and water heaters.**

SpringHill Camps - Counselor, Crew Chief, Special Needs One-on-One 2010 — 2013

3 summers, 22hrs a day, 7 days a week, 12 weeks

**Some of the craziest, most demanding summers, but I'd do it again.**

## CREATIVE ACHIEVEMENTS

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The Creative Circus Student Show 2019

Costco awarded Merit in Advertising.

The Creative Circus Student Show 2018

LEGO MADE won Silver in Branding.

NAMM (National Association of Music Merchants) 2011

I was one of 30 college students in the US recognized and awarded with the Presidential Innovation Award allowing me to interact and network with the world's leaders in the music industry.

National Foundation for Advancement in the Arts 2010

Top 3% in the nation's 2010 portfolios and auditions across all disciplines. My discipline? Popular Vocal Performance.