

Wendy O'Donovan Phillips

Work

President | Big Buzz

November 2007 – Present

Oversee agency operations to deliver full-service marketing strategies to top dental practices. Lecture to dental organizations nationwide on how to deploy foolproof marketing plans in order to safeguard their practices.

Junior Partner | Cranium Studio

August 2004 – November 2007

Oversaw business development and content creation. Conducted brand research to strategically develop brand messaging. Collaborated with designers to creatively and consistently convey each client's brand.

Freelance Copywriter | The Writing on the Wall

July 2000 – July 2002 Full Time

August 2002– August 2004 Part Time

Wrote and edited copy for proposals, print publications, ads, brochures, websites, radio and television, direct mail, media kits and other marketing collateral.

English and Writing Instructor | Academy of Charter Schools

August 2002 – August 2004

Taught English and Writing to eighth graders. Taught Creative Writing to ninth through twelfth graders. Revamped the Creative Writing curriculum for the secondary level.

Ad Executive and Copywriter | The Washington Times

June 1999 – June 2000

Sold and wrote real estate advertisements. Wrote and edited weekly real estate features and rental property directories.

Ad Executive, Copywriter and Clerk | Tribune Company Newspapers

June 1997 – June 1999

Sold and wrote retail advertisements for newspapers and for niche publications. Developed and maintained solid client relationships. Wrote feature articles. Placed subscription orders, updated master mailing list and addressed customer concerns.

Awards

Business Marketing Association Gold Key Awards

Silver: Annual Reports 2013

Cancer Awareness Advertising Awards

Gold Winner 2012

Count Me In: Make Mine A Million

Pitch Winner in 2012

Disney Institute

Certificate of Completion in 2012

Colorado Association of Black Journalists

Nominated for best business enterprise story of 2004

American Marketing Association

Awarded for writing PEAK Awards 2002 event collateral

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Wendy O'Donovan Phillips

- Education *Naropa University in Boulder, Colorado*
Completed one year of MFA in Writing program, 2005
- Metro State University in Denver, Colorado*
Colorado State Teacher in Residence Program, 2004
- Randolph-Macon College in Ashland, Virginia*
BA in English and History with a concentration in education, 1997
- Lectures The Long Island Association of Dental Office Managers | November 2015
- Los Angeles Dental Society; Los Angeles, CA | November 2015
- OrthoVOICE; Las Vegas, NV | September 2015
- Colorado Dental Association Annual Session; Vail, CO | June 2014
- Colorado Dental Association New Dentist Committee; Denver, CO | September 2013
- Seattle Study Club of Southern Colorado; Colorado Springs, CO | December 2011
- Metro Denver Dental Society; Denver, CO | March 2011
- Seattle Study Club of Denver; Denver, CO | January 2011
- Published Works *Kaboom!: The Method Used By Top Dentists for Explosive Marketing Results*
Amazon | January 2015
- 6 Steps to Attracting Referrals: Strive to Stand Out and Create Lifelong Connections*
AGD Impact | July 2015
- 6 Messaging Strategies to Market Your Practice*
Hawaii Dental Association Journal | Summer 2015
- 10 Steps to Making the Most of Every Patient Call*
Hawaii Dental Association Journal | Fall 2015
- Penguins, Pandas, the Online Zoo and You: Understanding SEO and How to Boost Your Practice's Page Rank*
Journal of the Colorado Dental Association | Winter 2013
- Caught on Net: Video Service*
The Hollywood Reporter
July 2001
- Memberships The Academy of Dental ADMC Management Consultants
May 2015 – Present

Wendy O'Donovan Phillips

Philanthropy Compassion International, Monthly Donation
2015 – Present

Senior Housing Options, Supporter of Annual Charitable Event
2014 – Present

Denver Urban Ministries, Regular Donations
2014 – Present

St. Luke's Episcopal Church, Regular Contributor
2009 – Present

Rocky Mountain Food Bank, Regular Donations
2007 – Present