

Mitchell R. McInnis

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PROFESSIONAL EXPERIENCE

Freelance Copywriter, Editor & Consultant

(September 2010 – Present) Multiple Locations

Working both as a solo consultant and collaborating as an integrated team-player with creative agencies and companies, I have developed and helped manage messaging strategies as well as multi-channel campaigns. While my clients operate in a variety of industries, I gravitate toward entrepreneurial firms in both for-profit and nonprofit sectors. My solo endeavors are all housed under the brand 3&3 Consulting, which is a consortium of creative professionals.

Recently, I helped develop the editorial philosophy and content to launch a blog for Murdoch's Ranch & Home Supply, a chain of retail stores in the Rocky Mountain West. Writing about and for vendors like Wrangler, Carhartt, Ariat and others, I was a staple contributor to Murdoch's blog.

While this blog launched and we integrated freelance writers into its ongoing mix, I carried out an update for a client with whom I'd previously worked. Her firm had recently been acquired by Berkshire Hathaway and was in need of a messaging update, evolving her firm's current messaging to fit into the Berkshire Hathaway model.

Additionally, I have worked as a copy, concept and story editor for commercial and literary clients, in both long and short forms (print, Web, book-length, etc.). As an editor/writing coach, I have helped clients flesh out book projects. I have likewise done story and script editing for independent filmmakers whose work has shown at Sundance and other festivals.

Nossa Familia Coffee Portland, OR

Account Manager & Marketing Communications (January 2007 - August 2010)

Working with company founders Augusto Carneiro and Jason Lesh, I helped maintain day to day operations for this start-up, servicing dozens of accounts while developing the company's messaging. Our accounts ranged from small coffeeshops and restaurants to large corporate accounts such as Intel.

Ripple Marketing Bozeman, MT and Portland, OR

Chief Copywriter/Communications Consultant (August 2004 – December 2006)

As chief copywriter for this marketing/advertising firm, I worked closely with for profit and nonprofit clients to develop impactful and unique messaging strategies and campaigns. These campaigns were the result of highly integrated teamwork between this firm's creative and research teams. While here, I received national copywriting awards from DesignUSA and Communication Arts. Along with my creative duties, I was likewise part of this firm's management team, acting on its hiring team and as internal communications specialist, liaising between Ripple's teams and its partners.

BackTrack Reports Inc. (n.k.a. First Advantage) New York City, NY and Bozeman, MT
Senior Investigator (March 1999 – August 2004)

As a Senior Investigator for this corporate investigation firm, I was tasked with culling and honing a multitude of sources from the public records and investigative interviews toward recommendations on multi-million dollar investment deals. Our clients were primarily highprofile investment firms and boutique venture capitalists. Our findings on individual cases were done under strict confidentiality, at our client's behest. In addition to my investigative duties, I also served on the hiring and training teams for this firm.

Harris Publications New York, NY

Associate Editor, Outdoor Group (October 1998 – November 1999)

Managing ten "books" under the supervision of editor Harry Kane, I managed editorial flow, managed freelancers, did extensive copy editing and wrote front-of-book copy for this trade publisher.

The New York Times New York, NY

Stringer (November 1997 – April 1998)

As an on-call stringer for this newspaper, I fed onsite reports and interviews to staff reporters (primarily Jack Kadden) for inclusion in their stories.

Castlenet LLC New York, NY (n.k.a. Beast Financial Systems)

Copywriter (September 1997 – September 1998)

Working for this subsidiary of Tullett & Tokyo, I developed copy primarily for print campaigns, Web and in-house materials. Our teams' ads were published in niche Wall Street glossies such as Risk.

Small World Communications Minneapolis, MN and St. Louis, MO

Assistant to Vice President of Operations (February 1996 – August 1997)

In this position, I helped manage the day to day operations of 34 retail locations for this cellular phone agent.

ADDITIONAL EXPERIENCE & PUBLICATIONS

HoboEye.com

From 2005 to 2013, I was Literary Editor and Cofounder of this successful online arts journal. Among other publications, Poets & Writers gave HoboEye a favorable review in its pages. Co-Founder Brad Bunkers and I grew this journal from sketches on a legal pad to an internationally known publication, attracting artists, writers and musicians from around the country and around the world.

Clark Fork Journal

From 2003 to 2007, I was this monthly's political columnist, covering the Montana political scene and landing a unique feature interview with then Governor Brian Schweitzer that was reprinted around the state.

The Missing Shade of Blue

Published May 2004

Library of Congress number 2004092382

Since its publication, I have given numerous public readings from this poetry collection, including featured readings at the Montana Festival of the Book, High Plains Bookfest and the University of Montana-Western's "Dances with Words" author series.

Producer & Participating Artist

“Lost: Forgotten Identities & Hidden Mythologies”

Danforth Gallery, Livingston, MT (May/June 2005)

This installation exhibit explored myths and fallacies of the romance with the American West, and recreated the environment of a roadside motel. It drew record crowds at its opening.

Executive Producer

“Twingley’s Wild Bunch”

Rourke Art Gallery Museum, Moorhead, MN (January/February 2004) and

Danforth Gallery, Livingston, MT (November/December 2005)

I orchestrated print, TV and radio public relations for two incarnations of this exhibit.

Twingley is a nationally known painter and illustrator whose work is highly collectible.

CONSULTATIVE ROLES

Friends of Montana State University Libraries Bozeman, MT

Board of Directors (July 2005 – October 2006) Bozeman

Bozeman Film Festival Bozeman, MT

Board of Directors (November 2004 – September 2005)

EDUCATION & HONORS

B.A. Concordia College Moorhead, MN, 1995

Major: Philosophy (Honors), Dean's List, Magna Cum Laude

Minors: Political Science, Art

Awards: Student Lecture Award, Concordia College, 1995

Guest Lecturer, Minnesota Philosophical Association, 1993, 1994 and 1995

Guest Lecturer, Augustana Philosophical Conference (Rock Island, IL), 1994

Draper Program - New York University New York, NY 1997 – 1998

Activities and Societies: I enrolled in this program to attend the lectures of and further study the work of distinguished lecturers such as Jacques Derrida, Jurgen Habermas, Harold Bloom and Galway Kinnell.

M.F.A. University of North Carolina-Wilmington Wilmington, NC, 2010 - 2014

Master of Fine Arts in Poetry & Fiction

Coordinator: Young Writers' Workshop

Instructor: Creative Writing 201

Graduate Reader: Undergraduate and Graduate Admissions. In this position, I organized, processed, read and assessed applications by potential students for both undergraduate and graduate program entrance at UNCW.

Sidbury Fellow (fellowship awarded for superior academic achievement)

PhD Candidate – New Mexico State University Las Cruces, NM, 2018 –

As a Doctor of Philosophy candidate in Rhetoric and Professional Communications at this university, I am delving into language innovations in nonviolent revolutions, with an eye toward strategies of the same. This is an under-served area of focus, and one very prescient to today’s political-linguistic landscape.

Boys Nation Delegate Washington, DC, 1991

As the fortunate recipient of my peers' votes, I was one of the lucky few to meet President George H.W. Bush in the Rose Garden at the age of 17. Out of 48,000 Boys State delegates, 100 are

elected to attend Boys Nation.