

# Devon Thomas Treadwell

## Branding

View the full portfolio at <http://www.thecreativefinder.com/pollywog>

### Professional Experience and Curriculum Vitae

Located in the creative center of the North—Minneapolis, Minnesota—Pollywog is a naming agency that has been developing story-rich brands for local, national and international clients since 2007. Our founders are ad and design agency veterans who set out to build a better naming agency and develop outstanding brands as efficiently as possible.

We've created brands for every size of organization, Fortune 500 companies to startups, in a wide range of industries including financial, technology, food and beverage, sporting goods, retail, health and wellness, personal services and education, as well as nonprofits.

Services offered:

#### NAMING

- Brand Naming
- Category Naming
- Naming Systems
- Domain Names
- Global Language & Culture Check
- Trademarking

#### WRITING

- Brand Story
- Creative Taglines
- Descriptor Lines
- Website Copywriting
- Elevator Speeches

#### STRATEGY

- Brand Consulting
- Brand Essence Development
- Brand Architecture
- Naming Strategy
- Name Analysis
- Writing

### Previous Clientele

- General Mills
- Ameriprise
- City of Saint Paul
- Medtronic
- Thermo King
- Animal Humane Society
- MMIC
- Stratasys

### Awards and Accolades

Prior to founding Pollywog, Devon had been an independent consultant and copywriter/associate creative director with some of the world's leading advertising agencies, including J. Walter Thompson in Los Angeles, and Young & Rubicam, Bozell and Mithun in Chicago.

Over the 25-year course of her career, Devon has worked on many leading brands

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# FULCRUM

## HEALTH



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helpdesk 656.227.2902, fax 656.227.0213

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