

## resumé

Career approach:

### Copywriter

Whatever the communication, from a new business pitch to an email, the messaging has to be clear and evocative. I tend to write quickly, focusing on key principles: 1. Listening 2. Working from a concept. 3. Using each medium in an exciting way to bring products to life. My copy and headlines can be seen in major web sites, integrated campaigns, direct mail, print and video.

- Award-winning in both conceptual and long-copy writing
- Absorb information rapidly
- Innate ability to simplify complex information

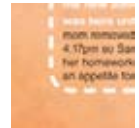
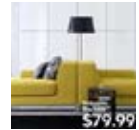
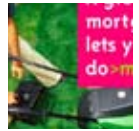
2010-now

### Freelance advertising copywriter

I've written for a wide variety of clients and organizations, helping to create (or populate) deep web sites, web banners, press releases, e-mail and social marketing. At times, I've competed successfully against huge ad agencies. Other times, I've worked directly for them. I will take on entire branding projects working with partners. Have worked confidentially for MasterCard in 2011.

Recent projects include:

- **TBWA / Chiat Day** – Web site headlines and copy for **Vonage.com**
- **Hospital for Special Surgery** – Creative copy exploration for the hospital's new web site, working directly with the client incorporating SEO and SEM
- **HSBC** – Global banking B2B e-mails and more than a hundred DM letters
- **Merrill Lynch** (management bio's), **ACE Insurance Group** (AceGreen web site landing pages), **Flat Rate Moving** (web content), **The American Museum of Natural History** (concepts & headlines for exhibition launches)
- **American Express Platinum Card** – **Azamara Club Cruises** brochures



2001-2009

**Senior copywriter / Associate creative director  
Elser & Aucone, New York.**

Wrote W3 award-winning web site at elseraucone.com. My ads won a new \$3 million piece of e-blast business from the **NFL's** Extra Points credit card. Accounts I worked on were **Hudson Valley Hospital Center, Mercy College** and a host of banks. Helped other creatives to produce their best work and our clients to win sector creative awards. Wrote pitch concepts, web, ads, radio, newsletters, direct mail, point programs and financial service brochures.

1998-2001

Long term freelance copywriter/AD for general and direct ad agencies: **Kirshenbaum, Bond and Partners, West** (San Francisco), **Wunderman, McCann Erickson** general advertising and **FCB Direct** in NY.

Clients: **IBM, PeopleSoft, Concierge.com, Citibank**. I worked for agencies in dual capacities, transitioning to full time copywriter.

1997-1998

Senior art director – **Deutsch**, New York.

We won 3 major new clients during my time: **Bank of America, Baskin-Robbins** and **Mitsubishi**, adding roughly \$30 million in new billings.

1995-1997

Senior art director – **Ogilvy One**, New York.

During my time at the agency, Ogilvy won IBM. Graduate of O&M International Creative Management Training.

education:

St. Martin's College of Art, London, UK.

School of Visual Arts, NY. Many evening classes in advertising concepts.

**Recent training:** July 2010. NYU's School of Continuing and Professional Studies Course in Internet Copywriting. Instructor: Lisa Charlebois, Ogilvy

other things:

Snowboarder, world traveler. Roofdeck enthusiast in East Village.

2008 Finalist in The Debut Dagger Awards, Britain's most prestigious mystery writing literary award – Category: Debut unpublished mystery novel.

Probono communications consultant for NYU and cultural institutions.

Silver and bronze awards: Kelly, Caples, SSIA, W3