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Summary: Established, award-winning copywriter with ad agency and client-side experience in consumer, retail, B-2-B and social media channels.

Employment:

Kel & Partners, Boston, MA

Associate Creative Director/Senior Copywriter; Writes, assists in creative direction, strategy for print, direct, broadcast and online efforts for clients: Carpet One, Centive, PrimeSport, Harvard Pilgrim, RazorGator, Skyscape, Smartbargains, Staples, TransAct, Zappos, more. 2006-2009

Freelance Copywriter

Wrote print, broadcast, collateral, direct mail, online marketing for: 3Com, BJ's Wholesale, Bose, Boston Globe, BrassRing, Commonwealth National Bank, Constant Contact, Cybex, Eastern Bank, Eastland Shoe, Fidelity Investments, Foxwoods Casino, K2 Bike, Lo-Jack, New Balance, Plimoth Plantation, TJX Companies, Wired magazine and others. 2003-2006

Euro RSCG/Circle.com (a division of Havas Advertising), Boston, MA

Associate Creative Director/Senior Copywriter; Wrote websites, newsletters, emails, banners, assisted with Information Architecture for Campbell's Soup Company (Campbell's Soup, Campbell's Kitchen, Chunky Soup, Pace Salsa, Pepperidge Farm, Goldfish, Prego Sauces, Swanson Broth, V8 Juice); ING Direct, Royal Caribbean Cruise Lines and Verizon. Effie, MIMC Award Winner 2000-2003

Bozell (McDougall Advertising), Peabody, MA

Associate Creative Director/Senior Copywriter; Wrote print, radio, TV, collateral, brochures, direct mail and websites for Burdett College, Lodestar Energy, Mystic River Software, Peabody Essex Museum, People's Federal Savings Bank (BankNorth); Tyco International. 1997-2000

Freelance Copywriter

Wrote print, radio, TV, Audio/Video scripts, collateral, brochures and direct mail for advertising agencies and in-house corporate advertising departments (see client list on right). 1994-1997

The Vantage Group, Boston, MA

Senior Copywriter; Wrote ads, direct mail, catalogs, brochures and collateral for mature market travel company and non-profit, group fundraising division. 1992-1994

Jordan Savage Direct, Natick, MA

Copywriter; Wrote subscription renewal packages for Computerworld, Forbes, Sports Illustrated, W, and other specialty magazines. 1991-1992

Grant Marketing Communications (Philadelphia, PA)

Copywriter; Wrote print, direct mail and broadcast ads for consumer and B-to-B clients including Faber-Castell (UniBall pens, pencils, Design art markers and highlighters), Panasonic, Tylenol. Addy Award Winner 1989-1991

WDLW AM 1330, Waltham, MA

Copywriter/Producer/Salesman; Wrote, produced and sold spots for various consumer goods and services; also PSA's and on-air introductions. 1987-1989

Robinson Associates, Boston, MA

Copywriter Intern; Wrote radio and print ads for Dunkin' Donuts, Big Brother/Boston, Worcester County Institute for Savings (WCIS). 1985-1987

Education/Associations

Emerson College, Boston, MA; BA Communication
University of Massachusetts, Amherst, MA
Member: Ad Club of Boston, NEDMA

Freelance Client List

Advertising Agencies

- Arnold
- Amergent
- Crunch
- CCA
- DB&R
- Dolabany Group
- Hill, Holliday
- ISM
- Manasian
- MDG
- Mullen
- Overdrive
- TFA / Leo Burnett
- Wilde Direct

Corporate Clients

- BJ's Wholesale
- Boch Automotive
- Bose Corporation
- Boston Globe
- Brookstone
- Fidelity
- Filene's
- Kryptonite Lock
- Prospectiv
- Talbots
- TJX Co.

Industries

- Audio
- Automotive
- Financial
- Fundraising
- Healthcare
- High Tech
- Publishing
- Retail/Fashion
- Sporting Goods
- Software
- Travel/Hospitality