

RÉSUMÉ

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C O B A L T



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Senior-level Copywriter with a keen awareness of Brand, and a clever ability to Communicate.

- Insightful copywriter and seasoned communications professional with more than 20 years of advertising, marketing and public relations experience.
- Adept at working with multiple teams across multiple platforms to find the underlying truth of an organization's mission and offerings.
- Skilled at understanding the audience and conveying qualities to which the audience will respond positively.
- Able to develop and perpetuate messaging that creates the desired perception and action in the marketplace, and then reinforce that messaging throughout every aspect of the organization's marketing/communications.

Professional Experience

9.97 - Present

Cobalt Creative, Oakland, California

Principal/Copywriter

Work with clients to develop effective marketing strategies, help to create brand identities, then develop multi-media creative campaigns that establish and extend that brand.

- Ability to synthesize complex/ diverse messages into concise messaging that grabs the reader or viewer quickly and effectively.
- Experience in creating and writing strategic, integrated campaigns across just about every medium, including print, digital, out of home and broadcast.
- Work includes print, outdoor and broadcast advertising, social, website and email copy, banner ads, brochures, direct mail and video.
- Utilize partnerships with other professional services (graphic and web design, production, media, etc.) to provide clients with full-service agency capabilities.

Cobalt Creative Client List:

Renewable Energy/Environmental

- Borrego Solar
- PG&E
- Save the Redwoods League
- Trust for Public Land

High Tech

- Adobe
- Ariba
- BEA
- Cisco Systems
- Citrix Systems
- Cypress Semiconductor
- Extreme Networks
- Hewlett-Packard
- Intel
- Lucent Technologies
- OOO
- Seagate
- Siemens ICN
- Silicon Image (semiconductors)
- Sun Microsystems
- Symantec
- TIBCO
- TZero (Ultra Wide Band video solutions)

Cycling

- Reynolds Composites
- Ritchey Logic
- Upland Sports Group
- TIBCO Women's Pro Cycling Team
- UnitedHealthcare Pro Cycling Team Presented by Maxxis

Medical/Healthcare

- Acclarent
- Carl Zeiss Vision
- Rubicor
- Stanford Hospital & Clinics

Consumer

- Bison Brewery
- Bolle/Serengeti Eyewear
- Cadbury/7UP
- Covad
- Delta Dental/AARP
- eBay
- GAP/Sprize
- Harvesters Community Food Bank
- Metropolitan Transportation Commission (MTC)
- Mountain Hardwear
- National Basketball Association
- Nike
- Northwest Airlines
- Panda Express
- PayPal
- Price Chopper Grocery
- Reebok
- Robert Mondavi Private Selection
- Sprint
- Wells Fargo

Financial Services/Insurance

- Blanc & Otis
- Fisher Investments
- GE Money
- Haas & Wilkerson
- Westrope & Associates

Government

- San Francisco Department of Public Health

Construction

- CB Engineers
- Marshall Erdman & Associates
- Petersen Dean Roofing

1.09 - Present

The TIBCO Women's Pro Cycling Team, Oakland, California
Marketing & Communications Director

Wide range of marketing and communications responsibilities, including:

- Writing press releases and race reports on tight deadlines
- Pitching story ideas to media
- Arranging interviews with riders, as well as conducting rider and staff interviews
- Participating in interviews with the media
- Managing one staff member on day-to-day communications
- Advising the team founder on strategic communications decisions

1.11 – 7.13

Swirl Integrated Marketing, San Francisco, California

Copywriter

Work included developing strategy, concepting and writing multi-media campaigns for a wide range of clients.

- Worked with different teams internally and externally to develop effective marketing strategies and creative campaigns that sell products or services, and extend the client's brand.
- Collaborated with art directors and designers to ensure the highest quality of work.
- Created integrated campaigns utilizing nearly every medium, often working on deadlines counted in hours.

Swirl Client List:

- California Table Grapes Commission
- Cost Plus World Market
- Delta Dental/AARP
- eBay Motors
- eBay Now
- GE Money
- Lennar Homes
- Marine Mammal Center
- Metropolitan Transportation Commission (MTC)/Clipper
- Microsoft
- PayPal
- Red Laser
- Solazyme/Algenist
- Walmart

1.04 – 12.10

The UnitedHealthcare Pro Cycling Team, Oakland, California

Communications Director

Wide range of communications responsibilities:

- Writing press releases and race reports on tight deadlines
- Pitching story ideas to media
- Arranging interviews with riders, as well as conducting rider and staff interviews and participating in interviews with the media
- Crisis communications
- Advising the team owners on strategic communications decisions

OTHER EXPERIENCE

Muller + Company, Kansas City, Missouri
Senior Copywriter

Responsible for creating and executing effective, strategic advertising campaigns, including print and broadcast, video scripts, collateral materials, annual reports and direct mail.

Clients included:

- Applebee's International
- Crown Center/Hallmark
- The Lee Company
- Missouri Division of Tourism
- North Kansas City Hospital
- St. Francis Medical Center
- Sprint
- UtiliCorp/EnergyOne

Pro/Active Creative Services, Overland Park, Kansas

Principal/Copywriter

Projects included radio, TV and audio scripts, brochures, direct mail and print advertising for a variety of clients, including:

- Harvesters Community Food Bank
- Miles Animal Health
- Sprint

Valentine - Radford, Inc., Kansas City, Missouri

Copywriter

Responsible for writing print and broadcast advertising and collateral materials. Clients included:

- Hallmark
- Mobay (now Bayer)
- Pizza Hut

Valentine Radford, Inc., Kansas City, Missouri

Public Relations Account Executive

Responsible for implementing public relations programs for Mobay in the pest control, turf and ornamental markets. Projects included magazine feature articles, press releases and video scripts.

Education

9.83 - 12.85

The Ohio State University, Graduated with a Bachelor of Arts in Journalism

8.81 - 5.83

Indiana University, Attended as a Geology Major. Played football freshman year.

Author

The Colour of Your Dreams, the Beatles Psychedelic Music,
Published June 1992, by Dorrance Publishing, Pittsburgh, PA

Awards

Various projects have received local, regional and national recognition, including in *Print Magazine*, *Creativity 25*, *Fresh Ideas in Brochure Design* and numerous Kansas City Omni awards.

Community

- Volunteer with California State Parks Foundation for parks clean up days
- Participated in five Go Greenbelt! cycling tours to benefit the Greenbelt Alliance and it's mission of smart growth and land conservation in the Bay area
- Worked with the group that helped create Splash Pad Park in Oakland; continue to work with the landscaping group that voluntarily maintains the park
- Volunteer with the Oakland Running Festival and Hellaween Run in Oakland

References

Upon request