

## Work Experience

### Freelance

freelance copywriter | radio producer    1993 -

#### Agencies

Dailey & Associates • Ketchum • Ogilvy & Mather • DDB/Los Angeles  
Kresser Stein Robaire • Sacks/Fuller • Mendelsohn/ Zien • J Walter Thompson  
Winkler McManus • La Agencia de Orci • Smith Lyons Creative • Creative On Call  
Wiley & Associates • City Marketing • Kilmer & Kilmer • Wells Marketing  
Diablo Custom Publishing • Kalis & Associates • Wrecking Ball (2 years as a contractor, then 3 years as staff ACD) • IW Group, Inc.

#### Client Direct

PG&E • eBay • Microsoft • Disney • Galoob Toys • The Warehouse  
Panda Express • Mervyn's California • Budget Rental Cars • Sahara Hotel  
DG Systems • Jewish Federation Council • OnStation.com • Lumenos.com

### Staff

#### Wrecking Ball Advertising

associate creative director    2006 - 2010

Clients    McAfee • Olivia • Nolo • White Sky (ID Vault) • Alameda Education Foundation

#### Foote, Cone & Belding

senior copywriter    1992 - 1993

Clients    Sunkist • The Warehouse • Mattel • Giorgio • Smokey Bear • Hot 'n Now

#### GBF/Ayer

senior copywriter    1991 - 1992

Clients    Doubletree Hotels • Sunny Delight • Palm Springs Aerial Tram

#### Della Femina, McNamee

copywriter    1989 - 1991

Clients    California Federal Bank • Jiffy Lube • Isuzu • Carl's Jr • Rainier Brewing Co.  
KCET • Sir Speedy Printing Centers • Coldwell Banker Commercial

#### Dick Orkin's Radio Ranch

writer    1987 - 1989

In addition to extensive client contact, my responsibilities included concept, writing, casting and directing comedy radio commercials for a multitude of clients.

## Education

Bachelor of Arts    graphic communication / california state university, long beach

This was a major of my own design, incorporating classes from various departments: graphic design, journalism, communications and industrial arts.

#### Additional Classes

Advanced Creative Concept - The Book Shop • Carson Roberts Creative Course  
Steve Garey's Copywriting Workshop • Creative Concept 1 and 2 (Ad Center)

## Awards

Clio (8 winners)

Addy (3 winners)

Ads Against AIDS (3 winners)

One Show

Mobius

Sunny

Belding finalist