

**ADDRESS**

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CAPABILITIES

As an agency creative director/working copywriter I have created and supervised several integrated multi-channel campaigns.

I have moved around very little, and produced a lot of work for a few clients. In other words, I've enjoyed successful, long-lasting, brand relationships. Evidence of this can be seen in the work on my site, and confirmed with corresponding client references.

I've managed teams of copywriters, art directors, designers, interactive creatives, broadcast and print producers.

I have plenty of direct, senior, client contact experience. I enjoy presenting whether to a small group over an office table or to a large gathering in a more spectacular conference environment.

I have a SAG card and do voice overs, (mainly British and/or robots.)

Thanks for reading all this. Excuse the inevitable one-sidedness.

RESUME

2009 (So far.)

WROTE A REALITY SITCOM BASED ON -AND WITH COLLABORATION FROM- THE BOSTON DUCK TOURS; (THE RESULTING 'PROPERTY' IS NOW WITH SONY ENTERTAINMENT WAITING ON A 10 PART WEBISODE SERIES DEAL.)

RE-VISITED A CHILDREN'S BOOK BASED ON BOXING DAY WHICH I WROTE EONS AGO BUT NEVER PURSUED. I'M NOW WORKING WITH HORIZONS FOR HOMELESS CHILDREN TO PUBLISH THE BOOK AND ESTABLISH A PERENNIAL BOXING DAY CHARITY DAY FOR THEM.

INITIATED A RECESSION-BREAKING PROJECT FOR THE LOCAL AD COMMUNITY ON WHICH I'M WORKING WITH KATHY KIELY PRESIDENT OF THE ADCLUB OF BOSTON.

+ VARIOUS FREELANCE AD PROJECTS

1997- 2008

ARNOLD WORLDWIDE (BOSTON.)

SENIOR VICE PRESIDENT, CREATIVE DIRECTOR.

CLIENTS INCLUDE: BROWN-FORMAN, (SOUTHERN COMFORT, WOODFORD RESERVE); ACUSHNET, (FOOTJOY); PURINA; OCEAN SPRAY; THE HARTFORD; FLEET BANK; BELL ATLANTIC.

1985-1996

GREY ADVERTISING (NYC.)

VICE PRESIDENT, GROUP CREATIVE DIRECTOR.

3M GLOBAL CORPORATE + CONSUMER BRANDS; P&G; KRAFT FOODS; SUPER 8 MOTELS; THE OLIVE GARDEN; UNITED DISTILLERS; NATIONAL DAIRY BOARD; ARBY'S; STROH BEERS; INTERCONTINENTAL HOTELS.

1978-1985

YOUNG & RUBICAM (NYC.)

COPYWRITER/CREATIVE SUPERVISOR.

EASTERN AIR LINES; GALLO; FRITO-LAY; K.F.C.

PREVIOUS EXPERIENCE AT AGENCIES IN NYC & LONDON

INCLUDE WORK ON:

GENERAL FOODS; FRUIT OF THE LOOM; CANADA DRY; HOLLY FARMS; BORDEN, (CRACKERJACK); AIRFIX; P&G, (LENOR); BARR'S IRN BRU; JOHN WEST FISH; HOMEPRIDE FLOUR; SPILLER'S PETFOODS; MARS, (TOPIC & MARATHON.)

EDUCATED IN ENGLAND, SCOTLAND & FRANCE.

REFERENCES ON REQUEST.