



SUMMARY OF QUALIFICATIONS

- Advertising Copywriting
- Creative Direction
- TV/Radio/Video Direction and Production
- Agency Management

STRENGTHS

Strategic and creative. Big agency and small agency experience. Strong presenter. Award-winning print, TV, radio, website work. Experience in B-to-B and consumer with emphasis on financial, foodservice, automotive, automotive aftermarket, insurance, outdoor, retail, healthcare, biotech.

RECENT EXPERIENCE

Executive Creative Director/Interim President

Malcolm Advertising, Madison, Wisconsin (2/05 - 3/07)

Created winning campaigns for the Wisconsin Department of Transportation. Clients included American Family Insurance, First Business Bank, Group Health Cooperative HMO, Eliason Inc. real estate investments, Tri-North Builders.

Freelance Copywriter and Creative Director (2/04 - 1/05)

Writer/Creative Director

Zizzo Group Advertising & Public Relations, Milwaukee, Wisconsin (6/03 - 1/04)

Clients included State Financial Bank, The Milwaukee Journal Sentinel, Milwaukee Brewers baseball club.

Writer/Creative Director

Stephan & Brady Advertising, Madison, Wisconsin (4/96 - 6/03)

Helped win Chancery Restaurants, LaCrosse Footwear, Penda pickup truck bedliners. Award winning work for Rayovac, the Wisconsin Milk Marketing Board and others.

Writer/Associate Creative Director

J. Walter Thompson, Detroit, Michigan (6/88 - 7/94)

Helped win White Castle restaurants and PayLess Drugstores. Wrote and produced TV for Ford trucks, Goodyear auto service, Car-X muffler shops among others.

EDUCATION

Temple University, Philadelphia, Pennsylvania

Awarded Bachelor of Arts in Journalism. Edited weekly student newspaper.