

Roger Poirier, copywriter
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Portfolio at <http://www.rogerpoirier.com/>

Résumé

Experienced copywriter in these advertising categories

Automotive, telecommunications, computer & technology, motorcycle, energy, entertainment, medical (product & service), financial, packaged goods, nonprofit, cause marketing

Experienced with these advertising forms

Television commercials, on-air promos, radio commercials, magazine ads, newspaper ads, Web sites, interactive, brochures, posters, outdoor, guerrilla marketing, industrial videos, educational videos, direct response

Strengths

Creativity, branding & positioning, strategic marketing, team-building and leadership, mentoring, management, responsibility, enthusiasm, tough-mindedness, perseverance, loyalty, self-starter, big-picture thinker, flexibility

Employment

Freelance Copywriter, off and on since November, 1994. Various assignments: Hal Riney & Partners/SF, on Saturn, First Union Bank • Ogilvy & Mather/NY, on IBM • Merkle Newman Harty, on BellSouth • N.W. Ayer/NY, on USWest • DDB Needham/NY, on Mobil, Michelin, Crunch Fitness • Young & Rubicam/NY, on Jell-O • McCann Erickson/LA on Carnation Instant Breakfast • Messner et al/NY on Intel • Deutsch/LA on Mitsubishi • J. Walter Thompson/NY on KPMG Consulting and Qwest Communications • Dailey & Associates/LA on 76 Gasoline, Phillips 66, Circle K, and Honda Motorcycles.

Senior Writer/Director, DIRECTV Creative Services (in-house), August, 2004 to January, 2009.

V.P. Group Creative Director, DMBB/LA, November, 1997 to April, 1998, on Gateway Computer.

V.P. Associate Creative Director, Saatchi & Saatchi/NY, November, 1995 to October, 1996, on the Bell Atlantic account. Also worked on L'Eggs and Ivory Soap.

Copywriter, Merkle Newman Harty, from January to October, 1994, on IBM and Oxford Health Plans.

Copywriter, Hal Riney & Partners/San Francisco, from September, 1989 to January, 1994. First job as a copywriter. Helped launch the Saturn Corporation. Also worked on KRON-TV.

Bill/Budget Coordinator, Hal Riney & Partners, from May, 1985 to September, 1989.

General Manager, Mya Kramer Design, a graphic design studio in Santa Cruz, CA, from July, 1984 to April, 1985. A two-person shop; I handled the business side: general office management, client services, sales, and print production traffic.

Musician, Santa Cruz and Monterey County Symphonies, from September, 1977 to April, 1985. I'm a bassist, playing classical music and jazz.

Campaign Manager, Tom Bradley for Governor of California campaign, Santa Cruz office, Fall, 1982. I directed the field operation in Santa Cruz County: volunteers, precinct walking, phone banks, fundraising.

Community

Executive Director, Los Angeles Creative Club, May, 2003 to present—this is a volunteer position, managing the largest association of advertising creatives in California. We help creatives build their portfolios and their careers, and we present several high-profile events a year: we produce the OMMA Expo Interactive Creative Review, we bring the One Show to LA every year, as well as events of interest to creatives exploring Guerrilla Marketing, Direct Response, and so on. Read all about it at <http://www.lacreativeclub.com>.

Education

University of California, Santa Cruz, from September, 1976 to June, 1980. Music and politics. Immaculate Heart College, Los Angeles, from September, 1974 to June, 1975. Chemistry.

Awards

Communication Arts Advertising Annuals 1993 and 1994, Kelly Award Finalist, One Show Finalist, The San Francisco Show, The Advertising Club of New York, International Advertising Festival