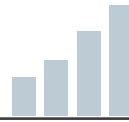


# KEVIN SEIDEL

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## **Creative Director/ACD/Copywriter, Advertising Consultant (4/03 - 8/08, 12/09 - present)**

- I've had the great opportunity to work on integrated campaigns utilizing TV, radio, print, digital and direct response. I've led teams, as well as individually working on campaigns soup to nuts. Highlights include helping launch Sandisk's Sansa Player, an innovative grassroots campaign launching Two Tone Farms wine for Beringer., as well as work for Apple's online store, relaunching Meridian Vineyards, Macromedia/Adobe, HP, Sprint, SKYY Vodka, Microsoft, the San Francisco Giants and Zemaitis Guitars. More upon request.

## **Associate Creative Director, Ogilvy, San Francisco - *digital + direct response* (8/08 - 12/09)**

- Led a team working on campaigns for a division of Barclays Global Investors as well as other iShares work for digital and direct response initiatives. Helped double billings for the account.
- Helped relaunch the Yahoo! Brand in print, digital and out of home, as well as work for San Francisco Environment, Zillion TV and Stolichnaya.

## **Associate Creative Director, Collaborate, San Francisco - *integrated advertising* (1/99 - 2/03)**

- Created marketing campaigns, including print, radio, TV and digital for consumer and business-to-business accounts. Clients included Rock the Vote, DigitalThink, eBags, Amnesty International, Franklin Templeton Investments, eLance, Gore-Tex, Special Olympics Northern California, TIBCO and Sierra Club.

## **Senior Copywriter, Shafer Advertising, SF & Irvine, CA - *high-tech advertising* (3/97 - 6/98)**

- Translated complex high-tech garble into approachable print, radio, interactive and sales support. Accounts included KLA-Tencor (chip manufacturing inspection equipment!), Fujitsu, and Oracle.

## **Copywriter, BBDO Advertising, San Francisco - *integrated advertising* (9/96 - 3/97)**

- Wrote various marketing communications materials, including print, digital, and direct response. Accounts included SmartPatents (patent analysis software), NetSync and the Bulldog Group.

## **Marketing Comm. Mgr., Arnowitz Studios, Sausalito - *multimedia start-up* (10/94 - 4/95)**

- Launched the company's two flagship titles. Created new concepts and direction for packaging and all marcomm design and writing.

## **OTHER PROFESSIONAL EXPERIENCE**

**Lois Paul & Partners, Boston, San Francisco - *marketing/public relations*** - Managed accounts, wrote marketing materials, articles and executed launch plans. Realized my creative side was calling.

**PC Week, (now eWeek) Ziff Davis Publishing, Boston** - Here I wrote a weekly column and prepared buyers' guides. I learned a heck of a lot about technology and confirmed that I didn't want to be a tech journalist.

## **EDUCATION**

**M.A. in Mass Communications Advertising/Marketing**, University of Georgia, Athens.

**B.A. in Psychology**, University of California at Irvine.

**AWARDS** - SF Addy Best in Show, Ad Club of NY's Gold ANDY, One Show Silver, EFFIE Award, 1979 Grant Elementary Spelling Bee Champion

**SKILLS** - InDesign, Photoshop, Illustrator, ProTools, FinalCut (I've played art director when necessary)

**EXTRACURRICULAR** - Rock band (Reclinertheband.com), surfing, snowboarding, soccer, little league coach, child rearing & collecting antique noise making devices.

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