

Brian Dean

c o p y w r i t e r

910 Franklin Street * Alexandria, VA 22314 * 703.217.9007 * Brian@DeanCreative.com

Objective

To do great advertising.

Education

Carnegie Mellon University, Pittsburgh, PA
BA in Professional Writing

Experience

1999 - present

Freelance Copywriter / Producer

Dean Creative - Washington, DC

Now supporting a variety of clients with strategic copy, conceptual ideas and creative presentations for: branding campaigns, B-to-B print advertising, radio and TV spots, corporate videos, capabilities brochures, websites, direct mail packages, marketing kits, new business pitches, press releases and voice-overs.

1998 - 1999

Senior Copywriter

MARC USA - Pittsburgh, PA

Responsible for copywriting, project management and selling the work to clients. Also contributed to ongoing marketing strategy sessions. The accounts on my client-focused team included Bryant Heating & Cooling, Carnegie Museum of Natural History, FirstMerit Bank, PPG Industries, ServiStar and the Pittsburgh Pirates.

1994 - 1998

Vice President / Creative Director

Carroll Advertising - Pittsburgh, PA

Supervised the entire creative product and helped craft the strategic positioning of our many brands. Led all creative presentations to clients. Maximized billable hours by devising a new system to estimate jobs. Co-authored marketing plans. Wrote award-winning ads. And produced all broadcast and corporate videos. Generated strong results for AT&T Wireless, Pitt Ohio Express, Pizza Outlet, Rue21 Fashions, 84 Lumber and Sharon Regional Health System. During my tenure, the staff doubled and the annual billings tripled.

1993 - 1994

Copywriter

Marcus Advertising, Inc. - Cleveland, OH

Wrote consumer, B-to-B and retail copy in a fast-paced environment. Honed my ability to write copy in a variety of voices—for many diverse brands. The work entailed direct mail, FSIs, marketing kits, on-hold audiotapes, print ads, plus radio and TV spots. Accounts included Kelly-Springfield Tire Company, National City Bank, Pizza Hut, the Cleveland Browns, the Cleveland Indians and The Ohio Lottery.

1990 - 1993

Copywriter

Griswold / Ross Roy - Cleveland, OH

Wrote consumer and B-to-B copy for print, radio, sales promotion and TV. National blue chip clients included American Electric Power, Arby's, Dirt Devil, FoodSavers, Moen Faucets and The Sherwin-Williams Company.

Awards

Silver & Bronze Tellys, District II Addys, Pittsburgh Addys, Columbus Addys, Washington D.C. Addys, 3 National Communicator Awards, Printing Industry Association (Best of Show & Best of Category), CSCA/Cleveland and Pittsburgh A.I.R. Awards (Best Radio Spot & Best Performance: 1996 and 1997)

High-Tech

Collateral, print, radio and websites for a variety of Internet and software companies like AT&T Wireless, Digital Paper, FedCenter.com, IntelliData, Network Solutions, Riverbed Technologies and WorldWeb.net.

Portfolio

Ask for my book. Or see it online @ www.deancreative.com/portfolio.html

Brian Dean

Writer • Producer • Creative Director

Industry Experience:

ALCOHOL

Pittsburgh Brewing Company
The Church Brew Works

ASSOCIATIONS

American Bankers Association
American Psychological Association
Independent Insurance Agents of America
Personal Communications Industry Assoc.
SnowSports Industries of America
The Associated Press

AUTOMOTIVE

American Service Center
Dayton Tire
Kelly-Springfield Tire Company
Ohio Oldsmobile Dealers Association
Precision Tune Auto Care

ENTERTAINMENT

DC Lottery
Glen Echo Park
The Ohio Lottery
US Trotters Association
Wheeling Downs

FAST FOOD

Arby's
Chesapeake Bagel Bakery
McDonald's
Pizza Hut
Pizza Outlet

FINANCIAL

Bank One – credit cards
Citizens National Bank
FirstMerit Bank
National City Bank
US Airways Federal Credit Union
Windsor Group – investment banking

GOVERNMENT

Air Force Reserve
Centers for Medicare & Medicaid Services
Federal Trade Commission
National Institutes of Health

HEALTHCARE

Doctors Community Hospital
Levitra – Bayer / GlaxoSmithKline
Rite Aid Corp.
Sharon Regional Health System
Today Sponge
University of Pittsburgh Medical Center

HIGHER EDUCATION

California University of PA
Carnegie Mellon University
Geneva College
The George Washington University

HIGH-TECH

Digital Paper
FedCenter.com
Network Solutions, Inc.
OE Enterprise Solutions
Riverbed Technologies
WorldWeb.net

HOME IMPROVEMENT

Bryant Heating & Cooling
Channellock, Inc.
JGM Construction
84 Lumber Company

HOUSEWARES

Anchor Hocking Company
Dirt Devil Vacuums
FoodSavers
Moen Faucets

INSURANCE

HealthExtras
Trusted Choice – IIAA
The Novick Group

NONPROFITS

Make-A-Wish Foundation
Mount Vernon Estate & Gardens
Pittsburgh Opera Foundation

PAINTS & COATINGS

Dutch Boy Paint
Martin Senour Paints
Olympic Paints & Stains
Pittsburgh Paints
PPG – Fiberglass Division
Sherwin-Williams Paints

POLITICAL

The Center for Individual Freedom

POWER COMPANIES

American Electric Power
Duquesne Light, Inc.
Equitable Energy
PowerTrust.com
Solena Group
Union Electric

PSAs

Make-A-Wish Foundation
PBS – public broadcasting system

REAL ESTATE

Charles E. Smith
Grady Management, Inc.
Guardian Realty Investors
KSI Management
RealGrade.Com
Toll Brothers, Inc.
Valcourt Building Services
WesTech Office Park

SPORTS MARKETING

Innovative Designs, Inc.
National Geographic *ADVENTURE*
The Cleveland Browns
The Cleveland Indians
The Cleveland Lumberjacks – IHL
The Pittsburgh Pirates
US Trotters Association

THE ARTS

Carnegie Museum of Natural History
Memphis Brooks Museum of Art
Pittsburgh Opera Foundation

TELECOMMUNICATIONS

American Paging
AT&T Wireless
LCN Wireless Broadband
McCaw Communications
Net2000 Communications
Westinghouse Communications
XM Satellite Radio

TRAVEL & TOURISM

Cleveland Convention & Visitors Bureau
Columbus Convention & Visitors Bureau
Mount Vernon Estate & Gardens
Pittsburgh Downtown Partnership
Quantum Sail Design Group
TravelCenters of America

WEBSITES

Abrials & Partners
DeanCreative.com
Decision Path Consulting
Ephibian.com
IDlgear.com
LcnInc.com
Multi-City.com
SkimmerLid.com