

JOHN GRANT

CONCEPT AND COPYWRITING SKILLS

- Creating creatively outstanding advertising, whether in print, collateral, direct or broadcast.
- Working under significant deadline pressure to create client-approved copy. In fact, one client repeated an innovative headline of mine whenever I saw him.
- Learning new products and technologies. My knowledge of microscopes and yachts was quickly acquired on the job. Both those clients were extremely pleased with my work. The microscope client became a client of my new agency when I changed agencies.
- Naming new products. I named a cigarette that was extensively test marketed. In addition, I named a national cat food brand as part of an agency-wide effort.

PROFESSIONAL EXPERIENCE

Freelance Writer June, 1990 – present

**David Wood Associates, New York; Wettstein Bolchalk;
Nordensson Lynn; Moret Advertising and Tucson
Cablevision, Tucson**

- Naming work on new products especially pharmaceuticals, as well as creating print advertising and collateral.
- Created a themeline for the Mathematical Association of America's job website.

Online Ad Portfolio at www.copy-writer.us

RDA, Inc., New York September, 1989 - June, 1990

- Writer on **Denon Electronics, KEF Electronics, and Viking Yachts.**
- Ads and collateral for a range of products from high-end audio equipment to million-dollar yachts.

Freelance copywriter, New York June, 1987 - September, 1989

Ogilvy Mather Direct and Grey Direct

- Accounts include direct packages for **American Express, AT&T, and Chemical Bank.**

Perri, Debes, Looney & Crane, Rochester, New York October, 1985 - June, 1987

- Senior writer on Rochester Community Savings Bank, **Shimano** fishing equipment and **Bausch & Lomb** microscopes.
- Created the concept that **won Bausch & Lomb account**.

Blair/BBDO Advertising, Rochester, New York

- Creative Group Manager on **Ray Ban**, **Niagara Power**, **Bausch & Lomb microscopes** and **Brush safes**.
- Created highly successful **Brush fire-proof safe** campaign. This is the client who kept praising my headline as his favorite.

Howard, Merrell & Boykin, Raleigh, North Carolina

- Writer on **Intertec Data Systems**, **W.R. Grace**, and **Cooper Tools**.
- Used humor and a newly acquired knowledge of hammer physics to create refreshing copy for common consumer products.

Ted Bates & Company, New York

- Wrote a test commercial that helped Bates **win the Good Seasons Salad Dressing** account. This was an agency-wide "shootout" for the best spots to use in pitching that account.
- Handled all of the print on the **U. S. Navy** account, including the memorable "Flying Desk" magazine ad.

BBDO, New York

- Created soak-through mnemonic for **Viva paper towels**. Wrote **Miles vitamin** commercial used in pitching that account – only five were selected from this agency-wide effort.
- Created **DuPont "I'm a chemist" corporate TV campaign**. This was put up on display as some of this large agency's best work.

AWARDS

- **ANDY** finalist for **DuPont corporate** campaign.
- **CLIO** finalist for **Shimano** direct-mail piece.

EDUCATION

- B.A., **Columbia College**, New York.
- Concept courses, **School of Visual Arts**, New York.