

BRIAN CLEARY

Portfolio: www.krop.com/largeidea

Sr. Copywriter

bri_cleary@yahoo.com | 617-913-0328

Interactive | Print | Television | Radio | Promotions | Identity | DM | Collateral | Untraditional

Award-winning, L.A.-based Senior Copywriter with a uniquely broad range of style and knowhow—all from experience.

RELATED WORK

- 5/07 - Pres. **Freelance**, L.A./Boston – *Chase, Intel, NatGeo Channel, Hilton, Sonos, FedEx, Pixar, Fox, Disney, Kaiser Permanente, Amex Publishing, Catalina Marketing, ServiceMaster, Kingston Technology, more*
- 11/06 - 5/07 **Kovel Fuller**, Culver City, CA – Sr. Copywriter: *Yokohama, Time Warner Cable, Pacific Life, NRPI, more*
- 2/05 - 5/06 **Campbell Mithun**, Irvine, CA – Sr. Copywriter: *Verizon Wireless (Radio, Print, Outdoor, etc.)*
- 1/02 - 6/04 **Hill, Holliday**, Boston, MA – Sr. Copywriter: *Fleet Bank, LoJack, Thermo, Dunkin Donuts, Tyco, CVS, more*
- 2/00 - 5/01 **Agency.com**, Boston, MA – I.A. / Sr. Copywriter: *Olive Garden, SmithKline Beecham, Bosch, Genuity, more*
- 2/99 - 2/00 **Digitas**, Boston, MA – Freelance Sr. Copywriter / Information Architect: *Dell, GMC/Pontiac, Aetna, more*
- 8/97 - 2/99 **Hill, Holliday**, Boston, MA – Copywriter: *Digital, Budget, Fidelity, Nortel, Bay Networks, Wang Global, more*
- 2/97 - 5/97 **Stumpworld**, Brighton, MA – Freelance Jr. Copywriter: *Sony Records / Aerosmith*

MORE CLIENTS: *MTV / ServiceMaster / Autodesk / Village Inn / Fosters Wines / Lycos / MasterFoods Lotus & more*

Any gaps in employment were spent freelancing.

AWARDS / ACCOLADES

Thermo Electron - Virtual Lab

- Merit - One Show Interactive
- Best of Show - AIGA BONE Show

Yokohama TV Spot – “Revolutionary”

- “Top 5 Best” – AdForum.com, 12/2007

LoJack - CD-ROM

- Best Consumer Campaign - Ad Tech Awards

Darden Restaurants - Olivegarden.com

- Grand Award Winner - Astrid Awards
- Bronze Winner - Omni Awards
- Finalist - AIM/Unica Personalization Excellence Awards

SmithKline Beecham - Allunasleep.com

- Best Pharmaceuticals Web Site – WebAwards
- Creative Excellence - International Website Awards
- Finalist: Online Brand Building- Revolution Awards

EDUCATION

- 9/92 - 1/95 **Boston University**, Boston, MA - BA English, Philosophy minor
- 1/91 - 5/92 **Emerson College**, Boston, MA - Mass Communications concentration (transferred to B.U.)
- 2/96 - 3/99 **Ad Club of Greater Boston**, Boston, MA – 3 courses: “*Creative Concepts in Advertising*”

ACTIVITIES

- 8/95 - 10/95 **Hill, Holliday** – *Intern: Broadcast Production*, Boston, MA
- 5/95 – 2/05 **WZBC** – *DJ / Producer*, Newton, MA
Production and broadcast of weekly radio program. Created poster and radio ads.
- 9/83 - 7/90 **WFIT Radio** – *DJ / Assistant Music Director*, Melbourne, FL
Production and broadcast of weekly radio program. Created radio ads.

REFERENCES

Available upon request.

Also see: <http://www.linkedin.com/in/bcleary> -- “Recommendations”