

OBJECTIVE:

A senior creative position in a creative-driven agency, preferably with a mix of consumer and high-tech clients. Prefer emphasis on effective, attention-getting, strategic creative.

ALLEN W. DICKERSON

2811 NE Couch Street
Portland, OR 97232
503. 804.8476

ONLINE PORTFOLIO

www.naysayers.com/AD/copywriter.html

EDUCATION:

California State University at Fullerton Bachelor of Arts,
Communications (Advertising)
Graduation Date: January, 1985

EMPLOYMENT HIGHLIGHTS:

ID Branding

Lead Copywriter Reporting to Creative Director, performed conceping and copywriting duties for branding, naming, print, and collateral projects for Kodak Dental, Kodak Health, Microsoft, Intel, TriMet, Massini Group and others.
April, 2005 - January, 2006

Ardito Group/Synergy Branding

Co-Creative Director/Freelance Working with the CEO and principal of Ardito Group, outlined the direction, concept and scope, as well as the copywriting, for projects for BEF Green Tags, Schott Solar, Aldon, Cyclades and others.
On a project basis, 2003 - present

Aquent

Copywriter/New Business Reporting to PMSI Creative Services Mgr., researched and wrote marketing analysis document to generate projects for Onboard Systems. RFP led directly to website overhaul and tradeshow booth redesign projects. 5-month contract.
May - October, 2004

Aquent

Copywriter/Project Manager Reporting to Creative Services Manager, wrote, researched and managed creation of User Manuals, Reviewer Guides and Product Brochures for the Xerox Office Group line of printers and multifunction office copiers. 6-month contract.
September, 2003 - March, 2004

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Carol H. Williams Advertising

Copywriter Reporting to Creative Director, performed concepting and copywriting duties for print, radio and collateral projects for Oakland International Airport, BP/Amoco, Albertson's and others.
April, 2002 - November, 2002

Visigy

Senior Copywriter → Creative Director: Responsible for brand strategy generation, concepting and management of print team (plus partial responsibility for management of web team) for all Visigy clients. Heavy client interface, from new business presentations to day-to-day creative account management issues. Clients included Cotelligent, Brass Ring Systems and Cobion.
April, 2000 - March, 2001 (agency went out of business)

Cadence Design Systems, Inc.

Senior Copywriter Reporting to Creative Director, performed concepting and copywriting duties for print, web, event and collateral projects.
November, 1998 - April, 2000

Ipsium Dolor copy & concepts

Freelance Copywriting Providing concepting and copywriting services for numerous clients in the fields of high-tech, finance and consumer electronics. Periodically, primarily between full-time employment, since August 1991

AWARDS

1999 Hewlett-Packard In Awards Finalist (Cadence Design Team); Contributions included Education Services "Comic" theme series

1997 Marketing Computers Magazine Icon Award,, Product Packaging "Smart Games"

1996 San Jose Addy, Bronze Award for 3-D Business-to-Business, Kidsoft Bumble Ball

1996 San Jose Addy, Bronze Award for Counter Top P.O.P, Aspire POP

OTHER SKILLS

Basic HTML coding and web page design