

**OBJECTIVE** Contract copywriting projects that rely on creative concepts to achieve strategic goals

**FREELANCE** JAMIE SHAW, COPYWRITER. MILL VALLEY, CA. 2003-2005

Self-employed contract copywriter

Contract long and short term copywriting assignments. Conceptualize, write, and present print and online copy for web sites, banners, email campaigns, marketing collateral, customer stories and apparel slogans. Industries include financial, tech, consumer, fashion, restaurant, hospitality, and more. Clients include Apple Computer, Inc., Yahoo!, Visa, Levi Strauss & Co., Cisco Systems, National Semiconductor, Envision Monitors, and more.

AOL DIGITAL CITY. MARIN, SONOMA AND NAPA COUNTIES, CA. 2003-2005

North Bay Dining Writer

Review "Best of the Bay" restaurants for the nation's top-rated online city guide.

**CORPORATE** BRANN SF. SAN FRANCISCO, CA. 2000-2003

Copywriter

Conceptualized, wrote, and presented direct marketing media including direct mail, web content, email, ads, display signage, and brochure collateral. Clients included E\*TRADE, Visa, Safeway, Cisco Systems, Nestle, and Wells Fargo. Developed campaigns for Visa across portfolio of banks and leveraged client offerings with high visibility events, like the 2002 Olympics in Salt Lake.

FUSION DM. SAN FRANCISCO, CA. 1998-2000

Copywriter

Conceptualized, wrote, and presented direct marketing media including direct mail, web content, email, ads, display signage, and brochure collateral. Clients included Nortel, Peregrine Systems, PurchasePro.com, 1-800 WineShop.com, and NextMonet.com.

SYBASE, INC. EMERYVILLE, CA. 1996-1998

Copywriter and International Brand Specialist

Wrote customer case studies, success stories, and product descriptions. Edited white papers and product presentations for "C-level" executives. Conveyed and streamlined brand standards across all marketing organizations and analyzed campaigns for brand adherence. Acted as sole liaison between the marketing department at corporate headquarters and a team of marketing departments across Europe, Asia and South America.

LEXICON/RIPTIDE, SAUSALITO, CA. 1997-1998

Brand Namer

Contracted by the foremost, internationally-known brand naming company, Lexicon, to submit product names on short notice calls for top consumer products and services. Average assignment entailed submitting 300-500 well-researched, linguistically and stylistically appropriate names in 48 hours. Products ranged from bottled water and coffee to bankcard technology and software. Nondisclosure agreement prohibits listing clients by name.

KINGSLEY & ASSOCIATES, SAN FRANCISCO, CA. 1994-1996

Marketing Specialist

Acted as an entire marketing department for a small market research and consulting company. Wrote and produced corporate collateral. Developed brand standards and produced guidelines for adherence.

**EDUCATION** MFA, CREATIVE WRITING, 2001

San Francisco State University. San Francisco, CA.

B.A., CREATIVE WRITING, 1993

Randolph-Macon Woman's College. Lynchburg, VA.