
Résumé

SEEKING TO MOVE PRODUCTS AND MINDS:

• **Creative/other role in advertising/promotion of products/entertainment**

• Full or Part Time. On Site or Off. Solo or Team. Freelance or Contract (Have Benefits Package)

MAY 2005 to Now:	Los Angeles	Freelance	CW	
2002 to MAY 2005:	San Diego	Freelance	CW	PRIOR:
Atlanta:	Creative/Production Service	Freelance	CW/CD/AE (self-appointed)	
Atlanta:	McCann-Erickson	Staff	CW/Producer	

Over four dozen awards shared with clients and colleagues ...

including ten gold ADDYs (print,radio,tv) a ONE SHOW (campaign), three CLIOs (radio and lyrics), plus NY Art Directors (print), NY Festivals (print, campaigns), Tellys, Silver MIC's, ShowSouths, others (list available).

Some of the B2B and B2C ...

BellSouth, Blue Cross, Busch Gardens, CA Bar Assn, Chic-fil-A, Coca-Cola, Children's Hospital, Delta, efi Sports Medicine, GA+Atlanta Tourism, Georgia-Pacific, Haagen Dazs, Headline News, Hiltons, Holiday Inns, Hostess, IBM, INVESCO residential properties, KFC, MARTA Transit, NMA online, Neyenesch Printers, '96 Olympics, Pizza Hut, Purina Puppy Chow, Sears Studios, Time-Life Books, UPS, Wachovia Bank, others.

I'm most often asked to provide ...

fresher concepting and more expansive positionings. Deeply intuitive copy points, promotion ideas and web content. Headlines, tag lines. Humor, new product ideation, name generation. Known over two decades for new ways to turn every medium into a large.

My clients sleep well because ...

various pitch concepts helped agencies win well over \$20 million in new business. Kibbles 'n Bits in-pack campaign broke readership records. As did Evergreen Meeting Planner ads. Sunkist soft drink collateral helped win prized fountain-pour positions. MARTA transit tag line became community catch phrase. My freelance creative and production service billed up to \$250,000. I show up on time and on target.

Please see **brand history** (possibly attached) and/or website for more information, or send a request. © 2007 JudyBDavid



Writer, Creative Support

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Résumé Addendum: Brand History

Entertainment, Travel, Transportation, Tourism:

DisneyWorld, Busch Gardens, Six Flags, Callaway Gardens, Kiawah Island, Stone Mountain Park, Zoo Atlanta, Putt-Putt Golf, Ft. Lauderdale Strikers Soccer, Atlanta 1996 Olympics, Alliance Theater, Hilton SE, Holiday Inns SE, Hyatt SE, Evergreen Conference Center, Georgia, Atlanta & Miami Convention/Tourism Bureaus, Delta Air Lines, Home Cruise Lines, Alamo Rental Cars, MARTA transit

Media, Communications:

Headline News, CNN, TBS, Atlanta Business Chronicle, Senses magazine, BellSouth, Southern LINC Wireless, Southwestern Bell, WGST radio

Retail and/or Business Sales:

Banks - Wachovia, SunTrust, Centura, DesignSense Giftware, Time-Life Books, E-Z-GO Golf Carts, Snapper Mowers, Form Décor event furnishings, Franklin's Print Shops, Georgia-Pacific wood products, Goodyear, Legatto leather furniture, Fitness Advantage and Independent Life Insurance, Invesco & other SE residential developments, Meadow Ridge Senior Living, Harmony Creek Apparel, Mitchell's Formal Wear, Sears and J C Penney Studios, CPI 1Hr Photo, Southern Nuts & Bolts

Packaged Foods:

Coke, Tab, Sprite, Mr. PiBB, Sunkist, NuGrape, Nesbitt's, Seagram's and Heublein spirits, Banquet Foods, Beech-Nut Baby Food, Bryan Meats, Dixie Crystals sugar, Geraldine's gourmet foods, Gevalia Coffee, Hostess Baked Goods, Iceland Seafood, Uncle Ben's Rice, Kibbles 'n Bits, Purina Puppy Chow,

Food Service:

Arby's, KFC, Chick-fil-A, Denny's, Hardee's, McDonald's, Pizza Hut, Haagen-Dazs, as well as several upscale or hotel/resort restaurants

Business Services & Technology:

Chase Manhattan, NOVA e-commerce, Georgia Dept. of Industry & Trade, IBM Education Sales, Envision security software, Lanier Business Products, UPS European Sales, Marketing Continuum, Norrell Staffing, Neyenesch Printer, Portland Properties

Health / Fitness:

Blue Cross Atlanta, Children's & Kennesaw Hospitals, Ciba-Geigy contact lenses, Efi sports and therapy, Horizon Medical Products, Stressless.com merchandise, Thompson Labs and Braswell health aids

Learning:

Active Parenting Publishers, Nan McKay Associates online, Mercer University

Non-Profit:

Camp Fire Boys & Girls, Georgia and California Bar Assns, Georgia Board of Regents, Goodwill Industries SE, Habitat for Humanity Atlanta

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