

BRIAN CLEARY

Portfolio: LARGEIDEA.COM

Sr. Copywriter

b@largeidea.com | 617-913-0328

Print | Television | Radio | Interactive | Promotions | Identity | DM | Collateral | Non-traditional

Award-winning senior copywriter in Los Angeles with a uniquely broad range of style and knowhow – all from experience.

RELATED WORK

05/07 - Now **Freelance**, L.A., CA – Sr. Copywriter: *Chase, National Geographic, Hilton, Verizon Wireless, Reebok, more*

11/06 - 5/07 **Kovel Fuller**, Culver City, CA – Sr. Copywriter: *Yokohama, Time Warner Cable, Pacific Life, NRPI, more*

02/05 - 05/06 **Campbell Mithun**, Irvine, CA – Sr. Copywriter: *Verizon Wireless (Radio, Print, Outdoor, etc.)*

01/02 - 06/04 **Hill, Holliday**, Boston, MA – Sr. Copywriter: *Fleet Bank, LoJack, Thermo, Dunkin Donuts, Tyco, CVS, more*

02/00 - 05/01 **Agency.com**, Boston, MA – I.A. / Sr. Copywriter: *Olive Garden, SmithKline Beecham, Bosch, Genuity, more*

02/99 - 02/00 **Digitas**, Boston, MA – Freelance Sr. Copywriter / Information Architect: *Dell, GMC/Pontiac, Aetna, more*

08/97 - 02/99 **Hill, Holliday**, Boston, MA – Copywriter: *Digital, Budget, Fidelity, Nortel, Bay Networks, Wang Global, more*

02/97 - 05/97 **Stumpworld**, Brighton, MA – Freelance Jr. Copywriter: *Sony Records / Aerosmith*

OTHER CLIENTS: *MTV / Autodesk / Village Inn / Fosters Wines / Lycos / Whiskas / Autonation / Lotus / Dancing Deer / more*

NOTE: 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

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 and flyers.

REFERENCES

Available upon request.

Also see: <http://www.linkedin.com/in/bcleary> (scroll down to “Recommendations”)