

# BRIAN CLEARY

Portfolio: LARGEIDEA.COM

# • Sr. Copywriter

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**Print | TV | Radio | Interactive | Promotions | Identity | Direct | Collateral | Music Supervision**

Award-winning senior copywriter in Los Angeles with a uniquely broad range of style and know how. All from experience.

## RELATED WORK

- 5/07 - Now **Freelance**, L.A., CA – Sr. Copywriter: *Verizon Wireless, LA Intl. Wine Competition, Yokohama, Reebok, more*
- 11/06 - 5/07 **Kovel Fuller**, L.A., CA – Sr. Copywriter: *Yokohama, Time Warner Cable, Pacific Life, NRPI, more*
- 2/05 - 5/06 **Campbell Mithun**, Irvine, CA – Sr. Copywriter: *Verizon Wireless, Option One, Fresca*
- 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 – Information Architect / Sr. Copywriter: *Olive Garden, SKB, Bosch Tools, 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*

**OTHER CLIENTS:** *MTV / Village Inn / Fosters Wines / Lycos / Whiskas / Autonation / Lotus / Genuity / many more*

**NOTE:** Any gaps in employment dates were spent freelancing as a copywriter and/or music supervisor.

## AWARDS / ACCOLADES

### **Thermo Electron - Virtual Lab**

- 2004 One Show Interactive Award
- Best of Show - 2003 AIGA BONE Show

### **Yokohama TV Spot – “Revolutionary”**

- “Top 5 Best” – AdForum.com, 12/2007

### **LoJack - CD-ROM**

- Best Consumer Campaign - 2002 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 in English with a 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: <http://www.linkedin.com/in/bcleary> (scroll down to “Recommendations”)