

JOHN GRANT

SENIOR COPYWRITER

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THE WHOLE KIT 'N' KABOODLE

CAREER HIGHLIGHTS

- Conceived and created US Navy's "This Desk Can Reach Mach 2" ad
- ANDY Award** nominee for "I'm a Chemist" corporate-image campaign
- CLIO Award** nominee for Shimano Fishing Tackle direct mail
- Conceived and executed the winning "Life Never Looked Better" campaign which won the Bausch and Lomb microscope account
- Won an agency-wide shootout by naming a national cat food brand, Kit'n'Kaboodle.

PROFESSIONAL EXPERIENCE

Freelance copywriting including themelines, print ads and brochures, 2005- present.

The Nordensson Group; Clean Energy Associates private investment firm; David Wood Associates, New York NY; Wettstein Bolchalk; Nordensson Lynn; Moret Advertising and Tucson Cablevision, Tucson, AZ

- Naming work on new products especially pharmaceuticals, as well as creating print advertising and collateral.
- Created a themeline for the Mathematical Association of America's job website.
- Created portfolio site www.iwritecopy.net.

RDA, Inc., New York, NY

- Lead writer on Denon Electronics, KEF Electronics, and Viking Yachts.
- Ads and collateral for enthusiasts' products from high-end audio equipment to million-dollar yachts.

Ogilvy Mather Direct and Grey Direct, New York, NY

- Accounts include direct packages for American Express, AT&T, and Chemical Bank.

Perri, Debes, Looney & Crane, Rochester, NY

- Senior writer on Rochester Community Savings Bank, Shimano fishing equipment and Bausch & Lomb microscopes.
- Created the campaign that won Bausch & Lomb account.

Blair/BBDO Advertising, Rochester, NY

- Creative Group Manager on Ray Ban, Niagara Power, Bausch & Lomb microscopes and Brush safes.
- Created highly successful Brush “We Fired the Competition” fire-proof safe campaign. The client praised my headline as his favorite.

Howard, Merrell & Boykin, Raleigh, NC

- Writer on Intertec Data Systems, W.R. Grace, and Cooper Tools.
- Used humor and a newly acquired knowledge of hammer physics to create refreshing copy for popular consumer brands.

Ted Bates & Company, New York, NY

- Wrote a test commercial that helped Bates win the Good Seasons Salad Dressing account. This was an agency-wide shootout for the best spots to use in pitching that account.
- Crafted all of the print on the U. S. Navy account, including the memorable
- Flying Desk magazine ad.

BBDO, New York, NY

- Created soak-through mnemonic for Viva paper towels.
- Wrote Miles vitamin commercial used in pitching that account - only five were selected from this agency-wide effort.
- Created DuPont I'm a chemist corporate image TV campaign. This was put up on display as some of this large agency's best work.

AWARDS

- ANDY finalist for DuPont corporate campaign.
- CLIO finalist for Shimano direct-mail piece.

EDUCATION

- B.A., Columbia College, New York, NY
- Concept courses, School of Visual Arts, New York, NY