

# Freddie McKenna

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Creative Director/ACD Copy

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## Objective:

A creative director or associate creative director position that plays to my strengths: strategy, people skills, creative direction, copywriting and keeping an eye on the big picture.

### ■ 2007 - the present:

Work 24 hours a week for White Space Healthcare Marketing in Seattle, on El Camino Hospital, Marin General Hospital and Eisenhower Medical Center. Consultant for RTC Relationship Marketing (ABILIFY, MedImmune, Breatheright, Novo Nordisk) and Razorfish Health (Pristiq, Torisel, Monistat). Also have multiple design studio clients.

### ■ 2004 - 2007: RTC Relationship Marketing, Washington DC

VP, Associate Creative Director Copy

AARP, Berlex Pharmaceuticals, Time Warner, Medimmune, GlaxoSmithKline, Bristol Myers Squibb, Weight Watchers

- Supervised creative staff. Trained and reviewed young writers. Heavily involved in strategy, concept and execution of national cross-channel direct marketing campaigns. Under the banner of the WPP network, collaborated with Y&R New York on shared accounts. Dealt with pharmaceutical regulatory teams. Wrote websites, collateral, TV etc. Delivered strategic thinking and creative that helped win Weight Watchers, Medimmune and Novo Nordisk. Excellent results available upon request.

### ■ 1999 - 2004: Freelance Writer, Washington DC

Local Volvo and Audi dealerships, Greater Washington Initiative, Back to Basics Toys, Maxim Group (IT Temps), KSolutions, Corcoran Museum of Art, The Federal Paper, AARP, Arlington Hospital, Dealer Station, Landmark Mall

- Learned that the hardest (and least fun) thing you can sell is yourself.

### ■ 1995 - 1999: Abramson Ehrlich Manes, Washington DC

Senior Writer, Associate Creative Director

GEICO, WHUR (urban radio), Bump Fighter, Sutton Place/Balducci's, Precision Tune Automotive, The State Department Coalition Against Hate, The National Society of Plastics, DC Lottery

- Did a Hate Crimes Awareness campaign Al Gore loved. (Bush got elected and it never got produced.)

### ■ 1994 - 1995: Goldberg Marchesano Kolman, Washington DC

Senior Copywriter

Washington Visitor's Center, Whole Foods, National Geographic, Con Edison, The Cosmetic Center, GE Information Systems, Washington Metro, Comsat

- Realized I can make anybody say anything when I conducted 3 hours of live interviews and edited them down to five 60' radio spots for Con Edison

### ■ 1992 - 1994: Liggett Stashower Advertising, Cleveland OH

Senior Copywriter

BF Goodrich Aerospace, Little Tykes Toys, GTE Mobilnet, Wearever Cookware, Mount Sinai Medical Center, The Avenue Mall, Centerior Energy

### ■ 1989 - 1992: Griswold Advertising, Cleveland OH

Copywriter, Senior Copywriter

Dirt Devil Vacuums, Hoover, Union Electric Power, American Electric Power, Martin Senour Paints, Dutch Boy Paints

### ■ 1988 - 1989: Rice, Shand and Spector, Los Angeles CA

Junior Copywriter:

Organically Grown, Newport Blue, Sector Adventure, Tag Heuer, 1928 jewelry

### ■ 1980 - 1985: MGM/UA Television, Culver City CA

Story Editor, Director of Comedy

## Awards:

Cleveland and Washington DC Addies, National Addy finalist, Mobius Awards, BMA Awards, New York Art Festivals finalist, Print Magazine, Echo finalist, RX finalist, MM&M Awards finalist, client recognition awards from GEICO and Bristol Myers Squibb.

## Education:

George Washington University, BA in French Literature. 4.0 GPA, Phi Beta Kappa

## Skills:

Drawing, painting, fluent in French, passable singing voice and just enough acting ability to play the fool in spec commercials for new business pitches.

Excellent references available upon request.