

BRANDON BARR

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OBJECTIVE

Work with great people who are committed to producing great creative work.

WORK EXPERIENCE

September 2007 – Present: Senior Copywriter, IQ Interactive, Atlanta, GA

- Concepts ideas and executes copy for rich-media web experiences.
- Presents concepts and copy directly to clients.
- Provides input on creative briefs as they are created—and on selected projects, creates them.
- Attends video shoots, recording sessions, and editing sessions, providing input throughout.
- Helps manage junior writers, designers other internal and external resources when requested.

May 2006 – August 2007: Writer, Cartoon Network, Atlanta, GA

- Reviewed creative briefs and made messaging recommendations prior to concepting.
- Concepted ideas and executed copy for both trade (adult) and consumer (kid) audiences, including: print, outdoor, direct mail, DVDs, online ads, POS, and media kits.
- Contributed to brainstorming sessions for major network promotions and stunts (both internal and external).

March 2006 – May 2006: Freelance copywriter, Atlanta, GA

2003 – March 2006: Copywriter, Partners + Napier, Rochester, NY

- Concepted ideas and executed copy in a variety of mediums, including: print, direct mail, collateral, POS, sales aids, outdoor, radio, TV, interactive CD-ROMs, micro-sites, and banners.
- Acted as web usability consultant on large interactive project (Kodak.com redesign), generating copy guidelines and training other agency writers to effectively write for the web.

2000-2003: Instructor in English, University of Rochester, Rochester, NY

EDUCATION

1999-2003: University of Rochester, Rochester, NY

M.A. in English Literature

Research interests: New media studies, poetics, advertising

1995-1999: Rhodes College, Memphis, TN

B.A. with Honors in English, Magna Cum Laude

8 years bartending and serving, from deli to fine dining

If you don't see that as an education in the finer points of the human condition, you've never done it.

AWARDS

Projects I've contributed to have won the following awards, if you're in to that sort of thing:

IMA - Best in Class and Outstanding Achievement; Adobe Max Semi-Finalist; Horizon Interactive Award; Addy - Citation; PRism (Regional Silver Anvil); Gold Aster; BDA North America Gold (2); PROMAX North America Bronze; AIGA SEED Award (2).

TECHNOLOGY

I'm comfortable creating ideas with: Microsoft Office; Pages; Keynote; Photoshop; QuarkXPress; Flash; Dreamweaver; HTML; a Sharpie marker and a stack of paper.

*Online portfolio with PDF samples: <http://texturl.net/advertising/>
Gushing references available upon request*