

Gary Colen

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EXPERIENCE

Oomph Creative (Oomphcreative.com), Seattle, San Diego, Portland (current) 2003-Present
CREATIVE DIRECTOR/COPYWRITER

Concepting and Copywriting for Consumer & B2B Print, Radio, Web Content/Ads, Packaging, Marketing and Collateral Materials.

PRIMARY CLIENTS

Bradshaw Advertising (February '10-Present)

Partnered with an Art Director to Concept and Write Consumer & B2B Print Ads, Marketing Collateral and Radio for medium-sized Portland ad agency. Primarily working on Alpenrose Dairy and Cascade Windows accounts.

Gen Con (2003-Present) & **Star Wars Celebration** (Lucas-Endorsed Fan Event in LA, May '07)

Partnered with an Art Director to Concept and Write Print Ads, Web Ads and Marketing Collaterals for Gen Con, the Largest Game Convention in the United States.

- Create Magazine Ads Targeting Card, Role-Playing, Board, and Electronic Gamers
- Drive Local Market Attendance via Newspaper Advertisements
- Created Ad Campaigns and Marketing for their Star Wars Celebration IV Convention.

Yesmail/Coca-Cola (May '08-September '08)

Yesmail is an innovative industry-leading provider of online emarketing solutions, partnered with The Coca-Cola Company.

- Concept, Write, and Edit Permission-Based HTML Email Newsletters for My Coke Rewards (Sweepstakes, Instant Prizes, and other point-based rewards) and The Coca-Cola Company (Image Marketing Newsletters, highlighting Innovations, Heritage, and Corporate Responsibility).
- Target Consumers in numerous categories, including: Boomers, Toppers, Moms, Dads, Young Adults, and Teens.
- My Coke Rewards newsletters showcase Branded Messages for clients such as Six Flags theme parks, NFL, Subway, and NASCAR.

Drugstore.com (May '05 to March '07)

Drugstore.com is one of the world's largest online stores.

- Concepted, Wrote, and Edited a Year-Long Campaign of Highly Successful HTML Emails strategically designed to turn One-Time Shoppers into frequent Drugstore.com and Beauty.com Users.
- Utilized Messages and Special Offers to target consumers in 16 specific categories, such as Emotional Incentives for Style-Conscious Consumers and Savings for Bargain Hunters.
- Wrote and Edited Site Content, as well as additional HTML Email Campaigns.

Other Clients: Pokémon USA Game Company, Eddie Bauer, Dalch Marketing Partners, InStar Insurance (insurance software), Forrest-Pruzan Creative (game/toy makers), Music Machine (national instrument dealer), Apartment 2 (greeting cards), Recipe Manager (consumer software), The Hacker Group (d/m division of FCB Advertising), PatientTracker (medical office software), Specialty Retail Management, and Voice by the Sea (website for voiceover talent).

Pro Bono Work: Copywriting for Big Brothers/Big Sisters of Long Island, NY (radio spots featuring professional athletes from the NY Jets and NY Islanders) and En L'Air Dance in Seattle.

WIZARDS of the COAST, Marketing Creative Team, Renton, WA 1998-2003
SR COPYWRITER

Teamed with Art Directors to Create Content for Consumer and Trade Print, TV, Radio, Direct Mail, Web Ads, POP, Packaging and Marketing Collateral for the Hasbro Game Division.

Brands included Licensed IP's: Star Wars, MLB, NFL, Harry Potter, Pokémon.

- Developed Marketing Campaign Strategies with Creative Director & Marketing Managers.

BOZELL WORLDWIDE ADVERTISING, New York, NY 1996-1998
COPYWRITER
Responsible for the Largest and Most Visible Region - NY Metropolitan.
Client: Bell Atlantic NYNEX Mobile

- Consumer Print, Radio & TV, Direct Mail, and Collaterals Materials.

CMP MEDIA, Promotions Group, Jericho, NY 1994-1996
COPYWRITER
Responsible for Promotional Advertising Concepts and Copywriting
Clients: NetGuide, Windows, Computer Reseller News, and other Hi-Tech Publications.

- Print and Web, Direct Mail, Brochures, Sell Sheets, and Collateral Materials.

AUSTIN KNIGHT ADVERTISING, New York, NY 1992-1994
COPYWRITER
Responsible for Corporate Identity and Recruitment Advertising Concepts and Copywriting
Clients: Val-Pak, Chemical Bank, TJ Maxx, and Nyack College.

- Print Ads, Direct Mail, Brochures and Radio.

VENET ADVERTISING, Cranford, NJ 1991-1992
JR COPYWRITER
Responsible for Consumer and Recruitment Advertising Concepts and Copywriting
Clients: NJ Lottery and Enterprise Rent-A-Car.

- Print, Direct Mail, and Radio.

EDUCATION

State University of New York (SUNY) at Geneseo – BA in Communications
School of Visual Concepts (SVC), Seattle, WA – Team Concepting Course
School of Visual Arts (SVA), New York, NY – Copywriting & Concepting Courses

PASSIONS

Travel/Exploring, Running, Photography, Guitar, Golf, Cooking, Outdoors.