

Deidre Reed
Creative / Copy
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Creative + Content + Copy, reedwrites.com
OC + SD + LA / November 2011 – Present

Clients:

MiresBall, San Diego: Blue chip technology client video, print, online, mobile, outdoor, international event consumer, B2B and internal audiences
Carlson-Wagonlit, Paris: International Meetings & Events division B2B campaign
BXC, Dana Point: BodyLab women's fitness print, online and video. Lioness, startup positioning and branding, tagline, product naming and style guides
Close the Gap, La Jolla : Hospitality tech startup, strategy and positioning, UX and content, mobile
Dreamentia, LA: LAX corporate clients
BSXInsight, Austin TX: Sports technology brand launch, online, packaging and mobile
Pfister, Orange County: Luxury category brand and product copy
Inova Payroll, Nashville TN: Content creation, online article research and ghostwriting
Idea Hall, Costa Mesa: Real estate, education, finance and pet wellness categories strategy, brand platform, brand voice and copy
Grupo Gallagos, Huntington Beach: JC Penney TV, rebranding
Prana, Carlsbad: Yoga and fashion category, catalog, site copy and PR
Heil-Brice, Irvine: Grocery client and subsidiaries branding/rebranding campaigns, Cirque Du Soleil long-copy editing for travel industry
Vision Design, Long Beach: The Art Institutes Schools campaign
DirectTV, LA: Awards event print campaign
Synergy, Irvine: Milton's brand strategy and copy
Traffik, Irvine: Blue-chip insurance client, millennial brand launch/site, healthcare/medical clients, Blue-chip int'l security client, casino client, all mediums
Chrysalis, Laguna Hills: Telecom clients, B2B and B2C

Sr. Writer, Experian Consumer Direct
OC / July 2009-October 2011

Financial services/credit category. Heavy online and direct copywriting, long and short format: Banners, newsletters, articles and membership marketing materials. Online UX optimization and analytics.

Copywriter/Creative Director, reedwrites.com
Portland + Chicago / March 2006 – July 2009

Clients:

Razorfish, Portland: Weight Watchers, Orchard Bank
DraftFCB, Chicago: Kmart, Motorola, Kraft Products
Springboard, Chicago: Healthcare
Creed Strategic Image, Venice: Frederic Fekkai, direct to consumer brand launch

VP/Associate Creative Director, McCann Worldgroup

L.A. / 2001 – 2006

Accounts: Multiple Nestle food, beverage and pet products accounts; TV and print campaigns. Pepperdine University rebranding campaign, IHOP restaurants TV, CA Science Center print and alt. media, Pacific Institute for Women's Health outdoor and social media.

Associate Creative Director, Leo Burnett Worldwide

Chicago / 1995 – 2001

Accounts: TV, print and outdoor for Reebok, Nintendo, P&G products, Allstate, Oldsmobile, Vileda, The Greater Chicago Food Depository and others.

Miami Ad School, Copywriting Graduate

Illinois State University, B.S. Art/Design

*Miami Ad School guest teacher, car girl/autocross driver, local volunteer, scuba diver, pro bono writing on request