

Deidre Reed

www.reedwrites.com

deidre@reedwrites.com

310-560-7560 mobile

OC + SD + LA + PDX + CHI

Project-based through "permalence" clients include:

MiresBall, San Diego: Blue chip technology client video, print, online, mobile, outdoor, international event consumer, B2B and internal audiences

EarlySense, Israel: New product launch concept and language testing, product positioning

Grupo Gallagos, Huntington Beach: JC Penney TV, rebranding

Greenhaus, San Diego: Real estate, large-scale placemaking concepts and community branding, content

Pfister, Orange County: Luxury category brand and storytelling copy

Close the Gap, La Jolla: Hospitality tech startup, strategy and positioning, UX content, mobile

Experian Consumer Direct, Irvine: Online, UX and optimization, plus newsletters, blogs, white papers and membership marketing materials

Razorfish, Portland: Weight Watchers, Orchard Bank

DraftFCB, Chicago: Kmart, Motorola, Kraft Products

Prana, Carlsbad: Yoga and fashion category, catalog, site copy and PR

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

Traffik, Irvine: Blue-chip insurance client, millennial brand launch/site, healthcare/medical clients, Blue-chip int'l security client, casino client, all mediums

Dreamentia, LA: LAX corporate clients

BSXInsight, Austin TX: Sports technology brand launch, online, packaging and mobile

Inova Payroll, Nashville TN: Content creation, online article research and ghostwriting

Creed Strategic Image, Venice: Frederic Fekkai, direct to consumer brand launch

Idea Hall, Costa Mesa: Real estate, education, finance and pet wellness categories strategy, brand platform, brand voice and copy

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

DirecTV, LA: Awards event print campaign

Synergy, Irvine: Milton's brand strategy and copy

Chrysalis, Laguna Hills: Telecom clients, B2B and B2C

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