

mark erwin

creative
director
o2ideas

Jan 07-
present

- + lead creative department of up to 31
- + served the role of interim CCO since 01/08
- + promoted to senior creative officer 08/09
- + built interactive department from scratch
- + redesigned agency branding & operations model
- + lead agency's employment branding practices
- + directed thought leadership for the agency

clients

- + Verizon Wireless
- + Toys "R" Us
- + Mars Petcare
- + Chick-fil-A
- + Golden Rule BBQ
- + Captain D's Seafood Kitchen
- + The Home Depot

copy
writer
JWT

Aug 05-
Jan 07

- + served as creative lead on 3 Ford regional groups
- + did lots and lots of tv
- + learned how to navigate the politics of working on the second largest brand on earth

clients

- + Ford Motor Company

sr copy
writer
o2ideas

Mar 03-
Aug 05

- + served as creative lead on \$2 million account
- + helped shape strategic direction for the brand
- + lead a team of 5 creatives
- + did a solid amount of tv, direct mail & radio
- + worked remotely from Washington, DC, for 18 months

clients

- + Royal Ahold (BI-LO, Bruno's Supermarkets, Stop & Shop, Giant Foods)
- + Hormel Foods
- + The Home Depot

copy
writer
o2ideas

May 01-
Mar 03

- + became lead writer on agency's largest account
- + worked on CRM portion of Saks DSG account, representing 9 brands in 48 states
- + created tv campaigns on 3 different accounts
- + wrote and produced around 200 radio spots in under 2 years

clients

- + Verizon Wireless
- + Saks Department Store Group
- + Books-A-Million
- + Bruno's Supermarkets

intern
o2ideas

Mar 01-
May 01

- + beat out every other creative team in the agency and had my tv idea produced

clients

- + TNT Fireworks
- + Books-A-Million
- + Bruno's Supermarkets
- + Alabama Sports Foundation

intern
slaughter
hanson

May 00-
Aug 00

- + wrote a few headlines
- + ran a few errands
- + always got lunch, occasionally got coffee
- + learned the ins and outs of the advertising industry

clients

- + AmSouth Bank
- + The Rickwood Classic
- + Ductile Iron Pipe Research Association

recog-
nition

- + LTTE about Millennials published in the June 2009 edition of Harvard Business Review
- + presentation on the future of advertising published on the front of Insightory.com
- + won numerous CEA, Addy and Telly Awards for creative excellence in retail and employment work
- + have been asked to be keynote speaker at numerous professional organizations around the state

college
education

Aug 97-
Dec 00

- + BA in journalism/mass communications
- + minors in english & history
- + finished all coursework for graduation in 3.5 years

school

- + Samford University

contact

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