

J O H N
H O F M E I S T E R

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E X P E R I E N C E

- JOHN HOFMEISTER** Freelance copywriter, storyteller, and creative director. Available for copywriting, concepting, editing, and creative direction across all media—print, web, video, outdoor, and broadcast. Especially strong in script writing for brand, sales and motivational videos; ad concepting; product naming; customer testimonials; direct marketing, and content marketing. Clients include Alliance Data, Capital University, Cement Marketing, Fahlgren Mortine, Fechtor Advertising, Nationwide Children’s Hospital, Invivo Brands, Fingerpaint Marketing, thePLAN, PrecisionEffect, and WD Partners. 3 years.
- GSW WORLDWIDE** Served as creative director for a range of pharmaceutical brands, including Zyprexa, Strattera, and Botox. Concepted and helped launch campaigns for medications for schizophrenia, ADHD, bipolar disorder, chronic pain, diabetes, cancer, and depression. Directed teams of writers, art directors, designers, and interactive designers. Help guide, develop, present, and defend creative work. Frequently assigned to in-house creative team charged with developing concepts for launch campaigns and new business pitches. Also held positions as ACD and senior copywriter. 14 years.
- THE AXIS GROUP** As agency’s chief creative officer, oversaw all creative developed for agency clients, including Mercy Medical Center, SRA/McGraw Hill, The Limited, Atlapac, Heart Specialist of Ohio, Columbus Symphony, Schottenstein Inc., and White Castle, among others. Assisted in new business development and agency pitches. Developed strategy and positioning for clients. Presented agency work. Mentored and recruited creative staff. 1 year.
- RESOURCE (IMB IX)** Joined company as a copywriter before advancing to creative director. Oversaw creative for a variety of consumer and hi-tech brands, including Apple Computer, Sun Microsystems, Hewlett-Packard, Intimate Brands, Victoria’s Secret, Huntington Bank, and Compuserve. Concepted, created, and directed agency’s only Super Bowl spots. Worked across all media and venues, including print, radio, broadcast, POP, direct mail, online, trade shows, channel marketing, sweepstakes, and guerrilla marketing. 8 years.

OHIO STATE UNIVERSITY

Hired as publications editor before becoming copywriter and then communications manager. Oversaw creative development and wrote copy for fund raising, recruitment, public relations, direct mail, posters, special events, and other collateral. 11 years.

EDUCATION

MASTER OF ARTS Ohio State University, English Literature.
BACHELOR OF ARTS Ohio State University, magna cum laude, English Literature.

REFERENCES

Nancy Kramer Chief Evangelist IBM iX 614-621-2888 nkramer@resource.com	Ed Wolf SVP, Creative Director L Brands 614-415-6248 ewolf@lb.com
Aurelio Saiz Partner Lippincott 917-699-0182 aurelio.saiz@lippincott.com	Sean Cowan Digital Experience Director Fahlgren Mortine 614-657-6111 Sean.Cowan@fahlgren.com
Sandy Fekete President Marketing Works 614-325-0435 sandy@marketingworks360.com	Lili Macklin Sr. Manager, Marketing Alliance Data Card Services 614-944-3579 lili.macklin@alliancedata.com

AWARDS

Over the course of my career, I have won awards in National and Regional Ad Fed shows, Print Regionals, Rx Club of New York, Medical Marketing Association, Medical Marketing and Media Awards. In-Awe Awards, Healthcare Advertising Awards, and Advertising Week's Marketing Event of the Year.