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OBJECTIVE: To help businesses achieve their advertising, marketing, and communications goals by providing engaging copy that elicits a strong response from consumers.

EDUCATION: California State University, Fresno
Bachelor of Arts in Mass Communication and Journalism
Emphasis in Advertising

COMPUTER SKILLS: Microsoft Office, Adobe Photoshop, Illustrator, InDesign, iMovie, iWeb, Final Cut Pro.

RELATED EXPERIENCE:

Tim Lewis Copywriting Visalia, California
Owner/Principal 2005—present
Freelance copywriting and marketing consultation service dedicated to helping clients big and small build their businesses through targeted advertising and sales-driven copy. Creative copywriting services include print, broadcast, Web, business proposals, annual reports, press releases and more. Additional services include voice-overs and broadcast production. Also provide comprehensive marketing campaigns for small businesses with limited budgets. Clients include advertising agencies, graphic design firms, and major corporations. **www.tlcopy.com**

Sierra View District Hospital Porterville, California
Director, Marketing and Community Relations Nov. 2006—April 2008
Administered all advertising and marketing campaigns for this 163-bed, full-service hospital. Worked with a variety of hospital departments to create marketing collateral materials that were consistent with the hospital's brand standards. Hired and collaborated with other creative professionals to deliver campaigns from concept to completion. Purchased appropriate media to effectively deliver hospital advertising to its target market. Served as media spokesperson. Also directed the hospital's volunteer services program and the Sierra View District Hospital Foundation.

Children's Hospital Central California Madera, California
Grants/Publications Writer Dec. 2002—Nov. 2006
Served as senior copywriter and broadcast production specialist for one of the largest children's hospitals in the country. Penned copy for hospital print ads, broadcast scripts, Web site, and various newsletters aimed at several different audiences (patient families, doctors, donors, etc.). Also wrote, directed, produced, and voiced radio and television commercials. Assisted in obtaining grants through written support.

Gottschalks, Inc.

Fresno, California

Broadcast Advertising Coordinator

July 2000—Dec. 2002

Wrote, directed, and produced television and radio commercials for Gottschalks, Inc., a large retailer with stores throughout the western United States. Duties included creative concept development, script writing, directing of cast and crew during production shoots, and overseeing the editing process of these spots. Also worked closely with production teams from local television and radio stations to ensure spot production was timely, of high quality, and within budget. Ensured traffic instructions and spots were sent to the correct media outlets in a timely matter.

**ADDITIONAL
INFORMATION:**

Multiple-time ADDY Award winner. I've received several ADDY awards recognizing creative excellence in advertising.

Received Certificate of Achievement for outstanding advertising management from California State University, Fresno.