



## Lynn E. Welsh

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### Creative Direction & Copywriting

Strategic thinker. Good listener. Inventive writer. Unexpected ideas in any medium you can invent, from print to web and interactive. Campaigns for global brands, brand-new businesses and everything in between. From consumer to B2B, high-tech to high-touch to high-end resorts. Storefront to e-commerce. Freelance to virtual agency.

### Northwest Agency Employment & Freelance

**lewlew creative** *Portland, OR* 01/2005–present  
*Creative Director/Writer/Owner*

Virtual agency working directly with clients including Rising Star Stellar Home Furnishings, Orion Mobility, Promisor Relocation, and SuperStar Factory. Branding, product development, creative campaigns, team direction and project management.

**Staccato Design** *Portland, OR* 04/2006–ongoing  
*Senior Writer (staff & freelance)*

Senior writer for consumer and B2B accounts. Helped win new business, launch Living Room Theaters and re-brand clients, including Biamp Systems. Brand strategy, print, web, and interactive. Wrote M Financial Annual Reports, 2005-2007. Ongoing freelance.

**Hanlon Brown Design** *Portland, OR* 11/ 2007-ongoing  
*Senior Copywriter (freelance)*

Concepts, headlines and copy for ads, web pages, and brochures for clients including adidas, Starpointe Communities, and a high-tech company.

**Citrus** *Bend, OR* 1995–2004, 2007  
*Senior Copywriter (freelance)*

Co-created campaigns for Bank of the Cascades, Micron, Bend Memorial Clinic, Sunriver, Eagle Crest, Running Y Ranch, Bite Blocker, Farmers & Merchants Bank, and Pioneer Bank.

**Melissa Tatge Creative** *New York, NY* 2006-ongoing  
*Senior Copywriter (freelance)*

Collaborated with the Tatge team to win and re-brand Kinship Conservation Fellows. Co-created campaign for Saltare Equestrian Apparel; wrote websites.

**Artin Arts** *Portland, OR; New York, NY* 2005-2006  
*Associate Creative Director (freelance)*

Key member of virtual marketing network. Helped re-brand technology and industrial clients. Managed projects and developed and wrote websites for Tekmark and PSC.

**Wachs Studio** *Bend, OR* 1998–present

*Co-Creative Director, Rising Star Stellar Home Furnishings*  
Award-winning TV and print. Maximum impact for minimum budgets.



**East Bank Communications Group** *Portland, OR* 2003–2005  
*Senior Copywriter (freelance)*  
Co-created award-winning Tour Kit, rewrote websites, transformed direct mail and center materials into effective branding vehicles.

## New York Agencies & Clients

**D'Arcy Masius Benton & Bowles** *New York* 1990–1993  
*Associate Creative Director, V.P.*  
Brand development and campaigns for Pampers Phases launch. Helped pitch and win the Alitalia Airlines account. Re-positioned Ivory Snow. Supervised junior creative team.

**Saatchi & Saatchi** *New York* 1990  
*Senior Copywriter*  
General Mills Cheerios account. Breakthrough TV/print campaigns for children and seniors.

**Ogilvy & Mather** *New York* 1984–1987, 1988–1990  
*Senior Copywriter*  
Campbell Soup [Pepperidge Farm]; Kimberly-Clark [Huggies];  
Cutex Nail Products; Seagram Distillers [Vodka]; CPC [Mueller's Pasta]

**Wells, Rich, Greene** *New York* 1987–1998  
*Copywriter*  
MCI; Pan American Airlines

**Leber Katz Partners** *New York* 1982–1984  
*Copywriter*  
Eastman Chemical [Kodel]; American Stock Exchange

## Southeast Agencies & Clients

**Bozell Jacobs** *Dallas, TX* 1980–1982  
*Copywriter*  
Zales Fine Jewelers Guild [Bailey Banks & Biddle], Henry Miller Real Estate, Docutel

## Education

Portland State University [Haystack workshops] 2002  
University of New Orleans [Prague workshops] 2001  
School of Visual Arts, New York [Advertising classes] 1982–1985  
Belhaven College, Jackson, MS, B.A. *summa cum laude* [English Lit.] 1978

## Awards

Summit Awards  
Drake Awards  
New York Art Directors Club  
Effie's Awards  
International Film & TV Fest