

Neil Ira Needleman

(Copywriter)

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SUMMARY

I have extensive professional experience as a copywriter in general advertising, direct response, B2B, sales promotions, and corporate communications. My work encompasses all media: TV, print, Web, radio, snail mail, e-mail, newsletters, brochures, and sales kits.

PROFESSIONAL EXPERIENCE

Freelance Copywriter

2004-present

AARP/United HealthCare Insurance—Direct mail and print ads targeted at AARP members and nonmembers. Insurance products included Medicare supplement insurance and health insurance. (Agency: DraftFCB, New York City)

E*TRADE Financial Services—Snail-mail and e-mail campaign designed to inform online investors about options trading. (Agency: Source Marketing, Westport, CT)

Sony—Web site for Sony's camcorder media division that taught teens and 'tweens how to become better videomakers. The assignment also included B2B sell-in material and POS. (Agency: Co-Active Marketing, New York City)

Steps Across America—Web site and consumer brochure for this national Wal-Mart-based event. Other top sponsors for this program were Sportline, TracFone, 7UP, Centrum, Image Fitness, Kodak, Jif, and Smucker's. (Agency: Co-Active Marketing, NYC)

NeutoSystems—Print ads, direct mail, and sales collateral for the leader in crawl space remediation. (Agency: Solutions Marketing, Darien, CT)

Kitchens by Deane—Print ads and newsletters for one of Fairfield County's elite kitchen and bath renovators. (Agency: Solutions Marketing, Darien, CT)

Performance Pathways—Full range of communications pieces for this innovative pioneer in educational software: trade ads, press releases, sell sheets, brochures, and newsletter articles. (Agency: Genesis Marketing, Easton, CT)

Associate Creative Director, J. Brown/LMC Group, Stamford, CT

1998-2004

BIC—Major high-impact print campaigns for all three of BIC's divisions: stationery, lighters, and shavers. Related work for this client included POS, Web site copy, sell-in materials, and internal sales force communications.

Hewlett-Packard—New product introduction kits for HP's Europe division. These multi-component information packages educated store salespeople about new HP products and helped generate loyalty for HP.

Avaya/Expanets/Systemax Solutions—Print advertising, DM, sell sheets, and collateral for these technology/communications innovators.

Kraft/Nabisco—Co-marketing and promotional advertising/POS/TV/FSIs/radio for many Kraft products/divisions.

Vlasic Pickles—Co-marketing TV and radio featuring the animated Groucho Marx–voiced stork.

HPSC Financial Services—B2B print ads, brochures, and DM.

Best Foods: Western Salad Dressing—Long-running popular radio campaign.

Senior Copywriter, Clarion Direct Marketing, Greenwich, CT **1996-1998**

Fleet Bank—Acquisition and retention DM packages for the bank’s credit-card and financial services divisions.

Citizens Telecom—DM, newsletters, and sell sheets for this regional “baby Bell.”

Senior Copywriter, Campbell Mithun Esty, New York City **1990-1996**

Texaco—Print, radio, and TV for virtually every division of this major energy company, including gasoline, lubricants, alternative energy, truck stops, marinas, and corporate sponsorships.

Travelers Insurance—Consumer and B2B ads for the company’s health care products, property-casualty insurance, and asset management/pension services.

Aer Lingus—Magazine and newspaper print advertising for the Irish airline.

Copywriter, McCann-Erickson, New York City **1981-1990**

Nestlé—TV and radio commercials for Nestlé’s Quik, targeted at kids and teens.

Alka-Seltzer—TV and print advertising for the extra-strength version of this classic brand.

Dristan Nasal Spray—National TV commercial

Coca-Cola—Developed edgy, youth-oriented TV and radio concepts as part of the agency’s Upstart Creative Team.

EDUCATION

Brooklyn College (Brooklyn, NY), B.A. in psychology

School of Visual Arts (NYC), courses in art direction, copywriting, and advertising concepts

RELATED INTEREST

In addition to my adroitness with words, I am also a visual thinker who, as an award-winning video artist, has had work screened in international film festivals and experimental video galleries. In 2006 I was the “Guest Invitational Filmmaker” at the annual Berkeley Video & Film Festival.