

# Neil Ira Needleman

**Senior Copywriter:** Interactive, Broadcast, Print, Direct Response, Corporate, Shopper Marketing  
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I have extensive professional experience as a senior copywriter in interactive/digital, general advertising, shopper marketing, branding, social media, direct response, B2B, sales promotions, and corporate communications. My work encompasses TV, print, Web, radio, email, direct mail, newsletters, brochures, press releases, and sales kits. From consumer packaged goods to corporate to technology, I've been honored to have the opportunity to create advertising, communications, and marketing-related creative work for a diverse range of clients and agencies.

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## PROFESSIONAL EXPERIENCE

### **Senior Digital Copywriter, Catapult Marketing, Westport, CT 2007–present**

**Pedigree Food for Dogs:** Website, online advertising campaigns, videos, social media communications, email correspondence, and articles for the monthly Pedigree e-newsletter. (**pedigree.com**)

**Valspar Paints ConnectLive:** Innovative iPad/iPhone app that connects homeowners with a Valspar home décor expert via the device's cameras for a one-on-one live consultation.

**Cesar Dog Food:** Webisode series developed to educate the public about the role of therapy dogs. In addition to writing the webisodes, I also directed and shot the videos.

**be a STAR Alliance (Show Tolerance and Respect):** Website, social media, and blogs for this international anti-bullying program, co-sponsored by WWE. (**beastaralliance.org**)

**Uncle Ben's Rice:** Website, Facebook copy, and monthly database emails.

**Subway Restaurants:** Online and offline projects, including the popular Subway Scrabble game and a lighthearted and educational "Taste of Freedom" user's guide.

**Kool Aid Pop 'n' Drop:** Website for a new product from Kraft targeted at teen/early-20s consumers.

**Sears:** Microsites for the Fitness Ambassador program (B2B) and online towel and sheet galleries (consumer).

**Catapult Marketing:** Agency website (live from 2009–2012), new-business solicitation emails, and print ads in *Advertising Age* and *Brandweek* announcing the agency's new positioning. The agency has also developed a video production studio by leveraging my extensive production experience as a writer, director, videographer, and editor.

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### **Freelance Copywriter 2004–2007**

**Medco Health Solutions:** B2B and B2C direct mail, corporate communications, and website copy for the nation's leading pharmacy benefit manager.

**AARP/United HealthCare Insurance:** Enrollment direct mail and print for Medicare supplementary insurance. (*Agency: Draftfcb, New York City*)

**Sony:** Website that taught teens about video production. (*Agency: Co-Active Marketing, New York City*)

**Steps Across America:** Fitness-related website, consumer brochure, and in-store TV for this national Walmart-based event. (*Agency: Co-Active Marketing, NYC*)

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**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. Projects also included POS, website copy, sell-in materials, and internal sales force communications.

**Hewlett-Packard:** New-product introduction kits for HP's Europe/Middle East/Africa division. These multi-component information packages educated store salespeople about new HP products and helped generate retailer loyalty for HP.

**Avaya, Expanets, and Systimax Solutions:** Print advertising, direct mail, sell sheets, and collateral for these technology/communications innovators.

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

**Best Foods:** Long-running radio campaign for Western Salad Dressing.

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

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

**Fleet Bank:** Acquisition and retention direct mail packages for the bank's credit-card and financial divisions.

**SouthWestern Bell:** DRTV campaign announcing the introduction of new features and services.

**Vileda Mops:** DRTV commercial featuring special offers on the company's cleaning products.

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

**Travelers Insurance:** Consumer and B2B ads for the company's managed healthcare, property-casualty, and asset management divisions.

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

**Aer Lingus:** Magazine and newspaper advertising for the national airline of Ireland.

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

**Nestlé:** TV and radio commercials for Nestlé's Quik, targeted at kids, teens, and moms.

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

**Dristan Nasal Spray:** National TV commercials.

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**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 writing skills, I am also an award-winning video artist and videomaker. My videos routinely screen in film festivals, art galleries, and other venues around the world. ([vimeo.com/neilneedleman](https://vimeo.com/neilneedleman))