

Neil Ira Needleman

(Senior Copywriter: Interactive, Broadcast, Print, Direct Response, Corporate)

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Online portfolio: **neilneedleman.com**

I have extensive professional experience as a senior copywriter in interactive/digital, general advertising, branding, social media, direct response, B2B, sales promotions, and corporate communications. My work encompasses TV, print, Web, radio, e-mail, 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.

PROFESSIONAL EXPERIENCE

Senior Interactive Copywriter, Catapult Marketing, Westport, CT

2007–present

Pedigree Food for Dogs—Website, online advertising campaigns, social media communications, database e-mails, and related digital communications for the brand's dog food recipes and adoption drive efforts. I am also the editor and chief article writer for the monthly Pedigree e-newsletters. (**www.pedigree.com**, **www.pedigree.com/oralcare**, **www.pedigreefoundation.org**)

Subway Scrabble—Interactive creative and online game experience. This annual program has proven to be highly successful for Subway, with millions of dollars worth of prizes awarded each year and millions of new registrations for the Subway database.

Subway Taste of Freedom—A lighthearted and informative user's guide for customers.

Kool Aid Pop 'n' Drop—Website creative and conceptual development for this new product from Kraft, targeted at teen/early-20s consumers. (**www.wheredoyoupopndrop.com**)

Sears—Microsites for this retail giant's Fitness Ambassador program (B2B) and online towel and sheet galleries (consumer). (**www.sears.com/shc/s/nb_10153_12605_NB_Sheet+Experience**, **www.sears.com/shc/s/nb_10153_10104_NB_Towel+Experience**)

Light 'n Fit—I wrote the copy for the long-running website of Dannon's low-calorie yogurt brand.

Catapult Marketing—Lead copy development for the agency's own website. (**www.catapultmarketing.com**)

Freelance Copywriter

2004–2007

Medco Health Solutions

B2B and B2C direct mail, corporate communications, and websites for the nation's leading pharmacy benefit manager.

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

Sony—Website for Sony's camcorder media division that taught teens and tweens how to become better videomakers. (Agency: Co-Active Marketing, New York City)

Steps Across America—Fitness-related website and consumer brochure for this national

Walmart-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)

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, website 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, 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.

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.

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 print advertising for the national airline of Ireland.

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 commercial.

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 have been screened in film festivals, art galleries, and other venues around the world.