

todd werkhoven



copywriter/
creative conceiving

education

Washington State University
Bachelor of Arts, Communication/Advertising
Psychology Minor

work experience

January 2002 - Current
Freelance Contract Work

Project clients include Boyds Coffee Company, IBM, AT&T, Schiedermayer & Associates, Reinke Creative, Hanlon Brown, New Interactive, Agency 86, NW Natural Gas, and Koopman Ostbo. I also was published in *Newsweek* magazine in 2002.

October 1999 - January 2002
Koopman Ostbo Integrated Marketing Communication

Title: Creative Services Manager

Duties: Concepting and development of all creative projects, including print, self-promotion pieces, Flash animation, CD-ROMs, and direct mail. Responsible for writing, directing, and production of all radio, industrial video, and television spots. Aided in management and coordination of projects when appropriate, including the coordination of client meetings, creative development meetings, production scheduling, and creative deadlines. Worked on a peer level with Art Director, Director of Internet Services, Account Managers and Graphic Designer.

January 1998 - October 1999
Freelance Work

Various projects included branding and collateral work for a Yakima Valley winery, Memorial Hospital's Children's Village, Lamb Weston, Offspring Design, Breakout Productions, and Koopman Ostbo.

June 1998 - June 1999
Smith, Phillips, DiPietro Advertising and Public Relations

Title: Copywriter/Producer

Duties: Included writing copy for all radio, television, print, and outdoor advertising. Was responsible for producing, directing, and writing all broadcast projects. Worked with Art Director, Creative Director, and Graphic Designers in the conceiving, design, and production of print materials, collateral, and self-promotion pieces.

special skills

I specialize in humorous and offbeat writing, but have done many traditional and "conservative" projects. I have a good eye for design, and work well with designers, art directors, and other "creative types."

references

Available upon request.

10180 SW 77th Ave
Portland, Or. 97223
503-320-4925
todd@toddwerkhoven.com