

# Ben Deily, *Copywriter*

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*Most Recent Title: Associate Creative Director*

*Awards: Clio* (4), *San Francisco Show*, *Addys* (6 national and regional), *Communication Arts Advertising Annual* (3 spots), *WEBBY*, *Golden Marble Award* (judged entirely by kids), misc. regional awards (*Joey*, *Broderson*, etc.)

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**Curmudgeonista! (sole proprietorship), Boston** 2008-present

**COPYWRITER.** Working with AD partners in both Boston and San Francisco, providing freelance creative services. Current clients include: **Steinway & Sons**, **New Balance**, **BOSE Professional**, and **Lahlouh** (one of N. California's largest digital printing services).

**Captains of Industry, Boston** 2007-2008

**ASSOCIATE CREATIVE DIRECTOR.** With my AD partner (and co-ACD), had responsibility for running entire creative department at an award-winning small boutique with a specialty practice area in **renewable energy** and **cleantech**. Clients included **First Wind**, **Deepwater Wind**, **Constellation Energy**, **SolidWorks** and **BOSE Professional** audio products.

**The VIA Group, Portland/Boston** 2006-2007

**ASSOCIATE CREATIVE DIRECTOR.** Lead writer (and day-to-day Creative Director) on accounts including **CBS Radio**, **LoJack**, the **Empire State Building**, the **New York Academy of Sciences**, and **PTC (CAD/CAM)**. Writer for **UNO Chicago Bar & Grill**, **HOOD**, **Silverstein Properties**, and **New England Aquarium**. Key contributor/presenter in successful new business pitches for **UNO**, **Twisted Tea**, and **LoJack**. Involved in creation of agency website and promotional documents.

**McCann WorldGroup, San Francisco** 2005-2006

**SENIOR WRITER (Contract).** Working across print, broadcast, interactive, online and collateral media, created and developed campaigns for **Microsoft** including **Office**, **Small Business**, **Information Worker** and more. Also assisted on non-Microsoft new business pitches.

**Freelance writer/consultant, SF, Boston, Los Angeles** 2001-2005

**Zuckerman, Fernandes & Partners, San Francisco** 1998-2000

**ASSOCIATE CREATIVE DIRECTOR.** Lead writer and creative strategist for our largest client, **Digital Island**. Helped manage a team of 6-8 writers and ADs. Created award-winning work for **Callaway Wines**, **Clos du Bois**, and **Union Bank of California**. Instrumental in developing agency mission and philosophy documents, research initiatives, and recruitment. Also served: **William Hill Winery**, **California Olives**, **National Honey Board**, **AreYouGame.com**, **Colorforms**, **UCSF/Stanford Medical Center**, **The Argent Hotel**, **The American College of Physicians**, **The American Red Cross**.

**GREY Advertising, San Francisco** 1995-1998

**JWG Associates, Boston** 1994-1995

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*Education: B.A. cum laude, Harvard University, 1994*

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**View my mini-portfolio and reel at: [www.bendeily.com](http://www.bendeily.com)**

## Category experience

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### **ACADEMIC**

- \* New York Academy of Sciences

### **ALTERNATIVE/RENEWABLE ENERGY**

- \* First Wind, Deepwater Wind, Constellation Energy

### **AUDIO (Professional)**

- \* BOSE Laboratories

### **BEVERAGE ALCOHOL**

- \* Clos Du Bois wines, Callaway wines, William Hill wines, Twisted Tea

### **COMMODITY**

- \* California Olives, American Honey Board

### **FINANCIAL SERVICES**

- \* Union Bank of California (consumer, high net worth, business), TD Banknorth

### **FITNESS**

- \* 24 Hour Fitness

### **FOOTWARE**

- \* New Balance

### **HEALTHCARE**

- \* UCSF/Stanford Medical Center, The American College of Physicians

### **HOSPITALITY**

- \* The Argent Hotel, San Francisco

### **INDUSTRIAL**

- \* Guardian Industries (glass, insulation and other industrial fabrication)

### **MEDIA**

- \* CBS Radio

### **MEDICAL DEVICES/PROFESSIONAL**

- \* Braun/Oral-B, Thermoscan, Arrow

### **MUNICIPAL**

- \* The City of San Jose

### **MUSEUM/ATTRACTION**

- \* New England Aquarium, The Exploratorium (San Francisco)

### **MUSICAL INSTRUMENT**

- \* Steinway & Sons

### **PACKAGED GOODS**

- \* Heluva Good Dip & Cheese (HOOD), Gallo Salame, Stuffables Sandwiches, Chock Full o' Nuts, Boyd's Coffee, Backyard Beauties (tomatoes)

### **PRO BONO**

- \* American Red Cross, The Exploratorium (children's museum), San Francisco Beautiful

### **REAL ESTATE**

- \* Silverstein Properties, The Empire State Building

### **RETAIL**

- \* Lucky Stores/Albertson's, Best Stores

**SECURITY**

- \* LoJack

**TECHNOLOGY (business-to-business & consumer)**

- \* Microsoft (including Microsoft Office, Small Business, Information Workers), PTC (integrated CAD/CAM design software and data management systems), Digital Island (internet infrastructure providers), SolidWorks

**TOYS/GAMES**

- \* University Games, Colorforms, AreYouGame.com