

RICHARD LEVITT

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ralevitt@earthlink.net

WRITER PRODUCER

SAMPLES: www.richardlevitt.net/portfolio.html
www.creativehotlist.com/r-levitt

GENERAL

- Develops highly creative and relevant solutions
- Consistently breaks ground in new media; uses media in unconventional ways
- Gets under the radar at hard-to-reach target audiences
- Motivates, excites and leads teams in elevating the creative product
- Drives results

MEDIA LEADERSHIP:

- First interactive university campaign (Apple)
- First large scale multimedia university campaign (print, Web, interactive) (IBM)
- First major interactive media tool (Tandem)
- First marketing-oriented interactive online game (IOUG)
- First major integrated campaign driving traffic to the Web (Cisco)
- First American pop music radio show broadcast in China
- First real-world hiring event staged in Second Life—naming, positioning, branding (TMP)
- Award-winning concepts (Cambridge, Compaq, IBM, Cisco)
- Major direct and email campaigns (Cisco, Schwab.com, IBM, Visa)
- Large scale Web sites (Drugstore.com, IBM.com, Pace.edu, TicketWeb.com, Sprint.com)

RESULTS:

- National campus rebranding program for IBM generated 200 percent sales increases over LY and hiring 130 percent to goal.
- Cisco technology showcase event for C-level telecom executives generated 100 percent participation from key players; invitation was featured in several design annuals.
- Fourth quarter promotion for Visa earned the highest response ever from focus groups and then the highest usage increases to date.
- DM program for Kaiser Permanente generated 33 percent response from a single direct mail piece.
- Recruitment ad campaign for Oracle helped generate significant qualified, high level response; won Best of Category in recruitment advertising competition.
- DM program for Charles Schwab & Co. generated measurable spike in queries for a new home

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WRITER PRODUCER

- Ongoing **Freelance Writer and Producer, Oakland**
Clients include AIB Govett, Bonfire Communications, Cisco, Coldwell Banker, Drugstore.com, Landor, McCann-Erickson, Grey Advertising, Nice Advertising, Pace.edu, Peet's Coffee & Tea, PG&E, SBC/PacBell, Schwab.com, Sprint.com, TiVo, TMP Worldwide, Genentech, among others.
- 2007 - Present **Oracle, Redwood Shores**
Senior Manager, Branded Content. Create and execute strategic communications programs for brand, marketing, technology, and advocacy organizations throughout the company. Participate in high-level brand development, naming, positioning and communications initiatives.
- 2005 **Charles Schwab & Co., Inc, San Francisco**
Senior Copywriter. Created and executed customer communications programs; support numerous product groups. Media included direct, banners, Web pages, jump pages, print collateral.
- 2002 - 2003 **FRANKEL., San Francisco**
Creative Director. Developed and managed two high profile promotions for Visa: their \$21 million 2003 holiday promotion, and new debit card rewards program. Directed creative development in coordination with multi-agency task force; led permanent and freelance staff; worked closely with multiple account teams and clients; supported teams in the concurrent development and production of campaign materials including point of purchase, direct mail, collateral, sell-in kits, online communications, premium packages and style guide.
- 1989 - 1998 **TMP Worldwide, San Francisco**
1998 — Creative Director. Helped turn around and fortify vital San Francisco office of international ad agency; led and directed creative teams located throughout the U.S. Clients included Gap, Charles Schwab & Co., Wells Fargo.
1995 - 1997 — National Creative Director, new business. Played a key role in the topline growth of an agency emerging on a global level. Led new business S.W.A.T. team which supported offices pitching \$3 million-plus accounts; directed and coordinated multiple creative teams located throughout the U.S.; awarded 80 percent of accounts pitched including American Home Products (\$6m), Fujitsu (\$4m), MetLife (\$5m), Roche Bioscience (\$3m), Sun Microsystems (\$3.5m), Charles Schwab & Co. Inc (\$3.5m).
1989 - 1995 — Associate Creative Director. Built client relationships, solved difficult strategic and creative problems, created and directed work in all media, including new media. Clients included Apple Computer, Bank of America, Cisco, Compaq, IBM, Kaiser Permanente, KLA-Tencor, Oracle, PricewaterhouseCoopers, Sears, among others.
- 1986 **The American Music Hour, Beijing, People's Republic of China**
Writer, producer. This was the first ever American pop music radio show broadcast in China.
- 1984 - 1986 **Foote, Cone & Belding, FCB/IMPACT, San Francisco**
Copywriter. Created and wrote advertising and promotions for Citibank, California Raisins, Epson, Levi's, National Semiconductor, PacBell, among others.

R I C H A R D L E V I T T

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WRITER PRODUCER

Awards and Recognition, Business Interests, Projects, Education

- 2006 • EMA: GE Consumer Finance, Grand Prize, 1st place B&W print, 1st place color print
- 2001 • Western Art Director's Show: Hill & Company print campaign, honors
- 2000 • One Show Interactive: Cambridge Technology Partners "Mental Workout," honors
- 1997 • Print Design Annual: Cisco Systems "Connections '97," featured
• Western Art Director's Show: Cisco Systems "Modern Masters," honors
• EMA: IBM "Nth Degree," best newspaper, best magazine, merit magazine, best collateral, merit collateral; Cisco Systems "Inside You," merit newspaper; Tandem "Parallel Universe," merit collateral; Cisco Systems, best corporate communications
- 1996 • Cisco "Friends" campaign: recognized as one of the most effective, highest profile recruitment campaigns in Silicon Valley history; profiled in *Fortune*, *Forbes*, *Business Week*, and *Inc.* among others, and praised in the media by Cisco CEO John Chambers
• Communication Arts: work for MCI featured in as part of a profile on CKS Partners
• ProSound News: interviewed as part of a feature on audio for multimedia
- 1995 • EMA: Compaq Computer print campaign, best of show, best magazine, best newspaper
- 1994 • EMA: Oracle print campaign, merit, university newspaper
- 1992 • Murphy Awards: VLSI print campaign, best business to business campaign, best business to business ad, best recruitment campaign
- 2001 - 2006 **Fair Play®**, Pacifica
Partner. Conceived, created and marketed an innovative traffic and sales building tool for large, ticketed public events.
- 2000 - 2005 **KPFA 94.1 FM**, Berkeley
News reporter, programmer. KPFA is the country's first public radio station and continues to be a national leader in community sponsored free speech radio, the flagship station in the Pacifica radio network. I worked as a volunteer and paid news reporter, associate producer and newsroom instructor.
- 1993 - 2002 **Mental Minutes®**, Oakland
Writer, producer, director. My own feature radio show, positioned as The Far Side for radio. Each show is two minutes long, fully scripted, acted and produced; based on original and adapted material.
- 1992 - Present **Aikido Institute**, Oakland
Martial arts student and instructor. Current rank: sandan (third degree black belt)
- 1982 **University of Southern California**, Los Angeles
B.A., School of Journalism

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Partial client list by industry

Consulting/eBusiness/Retail/Services

Embarcadero Center
Gazoontite.com
IBEAM
iOwn.com
MySimon.com
Personify
ReloAction.com
Restoration Hardware
Sears
The Sports Authority
The Good Guys
Ticketmaster/TicketWeb
TiVo

Biotechnology/Pharmacy

Acuson
Aerogen
American Home Products
Chiron
Drugstore.com
Genentech
PlanetRX.com
Roche Bioscience

Fashion

Limited/Contempo Casuals/Pastille
Gap, Inc.
Levi Strauss & Company

Financial/Consulting

AIB Govett
Bank of America
Citibank
JP Morgan
PricewaterhouseCoopers
Charles Schwab & Co.
Schwab.com
Visa
Wells Fargo
Wells Fargo Nikko Investment Advisors

Foodservice/Hotel/Restaurant

Burger King
Chevy's
DelMonte Foodservice
Four Seasons Hotels
Otis Spunkmeyer Cookies

Health Care

Kaiser Permanente
Stanford University Hospital
St. James Hospital and Medical Centers
St. Mary's Hospital & Medical Center

Packaged Goods

Bud Vegetables/Dole Fruit
Golden Grain
Sunsweet

PC/Workstation/Software

Apple Computer
Compaq
Espon
IBM
Microsoft
Oracle
Sun Microsystems

Silicon Technology/Media

KLA-Tencor
National Semiconductor
VLSI

Systems/Networking/Client Server

3Com
Cisco Systems
Hewlett-Packard
Networld+Interop
Tandem

Telecommunications

GTE Mobilnet
Octel
PacBell
Sprint
Sprint.com

Transportation

CAPS
Crowley Maritime
J.B. Hunt Trucking

Wine/Spirits

Global Vineyard Importers
Guild Wineries & Distilleries
JC Cellars
Robert Modavi/Erasuriz Vineyards
Rosenblum Cellars