

PROFILE

- Successful leader experienced with running all aspects of a creative firm, including developing new business, managing client relationships, guiding strategic planning, inspiring ideas and executing breakout work
- Creative director, senior copywriter and interactive designer with 15-plus years of experience with an emphasis on the entertainment and sports industries
- Passionate branding expert skilled at visualizing the big picture, delving into details and crafting the perfect message
- Smart, conceptual thinker who graduated from Northwestern University's Medill School of Journalism and worked at ESPN and Nike before founding Zookeeper in 1999

QUALIFICATIONS

- Self-motivated creative that possesses entrepreneurial spirit and never quits until the job is done and client is happy
- Skilled personnel manager adept at recruiting, interviewing, supervising, conducting employee reviews and crafting structured paths of growth
- Duties included budgeting and payroll, employee and contractor management, accounting and client management
- Grew Zookeeper from an independent copywriting business to a full-service design and communications firm that has consistently produced six figures in revenue
- Coordinated up to 20 projects and 10 contractors at a time for multiple clients, from research and strategy to media planning and airtime buying
- Extensive business connections discovered and maintained through blog, e-mail newsletter campaign and social media networks, such as Twitter, LinkedIn and Facebook

CREATIVE DIRECTOR

- Champion of strong, conceptual, streamlined design that builds an immediate and lasting emotional connection with an audience
- Proven track record of delivering creative solutions and experiences under intense deadlines
- Supervisory skills and ability to successfully assemble, manage, motivate, mentor and lead creative teams to deliver results that break through the usual to strikingly stand out
- Responsibilities included preparing proposals, researching, plotting strategy, brainstorming, directing photo shoots, selecting images, executing ideas and showcasing work to clients
- Aided clients to increase their brand visibility and revenues across a range of design mediums that included interactive, logo and brand identity, print, graphics and advertising

COPYWRITER + CONTENT CREATION

- Talented, hard-working copywriter, editor and proofreader with more than a decade of big-brand experience
- Chameleon-like ability to capture any voice with style, elegance and humor to tell the story and capture customers' attention
- Extensive experience with creating intriguing names, catchy taglines, memorable headlines, compelling body copy, smartly optimized web copy, noteworthy press releases and public relations, and conceptual TV and radio spots
- Copy appeared in full-page ads for *The Wall Street Journal* and *USA Today*, display designs around the world in NIKETOWNS, websites for businesses ranging from start-ups to global brands, and telephone poles as part of a guerrilla marketing campaign
- Wrote and directed dozens of successful online projects, from targeted e-mail campaigns to 700-plus page websites

INTERACTIVE DESIGNER + ART DIRECTOR

- Forward-looking media expert who seamlessly combines smart design with cutting-edge technology to produce inspiring interactive experiences with measurable results and high returns-on-investment
- Able to weave copy, typography, images, illustrations, color and layout together with thought and clarity to tell a visually dynamic story
- Skills include XHTML and CSS coding, search-engine optimization, server administration, content management systems installation, motion graphic direction, e-commerce and shopping cart implementation, plus ability to rapidly adapt and learn complex, emerging technologies
- Strong ability to understand customers from a user-centered design perspective, and then conceptualize and design interfaces with aesthetic appeal, strong usability and easy functionality

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EXPERIENCE

Zookeeper Industries LLC • Owner/Creative Director/Copywriter/Designer • Portland + Los Angeles • February 1999–Present

- Advertising, brand identity, communications and interactive design firm which helps companies build brands that smartly express who they are, what they do and why people should do business with them – in a memorable way
- Creative services include naming, copywriting, brand identity, advertising, content creation, graphic and interactive design
- Produced concept-driven print ads, TV commercials, radio spots, interactive advertising, websites, product packaging, direct marketing, press releases and retail environment designs
- Clients have included Fortune 500 companies, advertising agencies and design firms:
Nike • Converse • Reebok • New York Yankees • Chicago Blackhawks • The Crystal Method • Iwata-Medea
West Coast Bank • Plum Tree Mortgage • Centex Homes • Abercrombie & Fitch • Johnny Sole • Hewlett-Packard

CyberSight (Nine Dots) • Contracted as full-time Senior Copywriter • July 2000–December 2000

- Primary copywriter for Wells Fargo interactive account. Edited winning RFP for Lucasfilm's StarWars.com redesign

Nike • Creative Writer • Retail Design Department • Beaverton, Oregon • June 1997–March 1999

- Copywriter and editor for displays in 15 NIKETOWNS and 2 NIKESTORES, including openings in London and Berlin
- Head writer for store openings in Las Vegas, Honolulu, Toronto, Melbourne and Miami
- Responsibilities included overseeing in-house and out-of-house freelancers, brainstorming content ideas, managing extensive change-out programs and writing scripts for in-store film and video interactive displays
- Collaborated with team of architects, display designers and visual merchandisers to create award-winning displays that told a compelling brand story of how Nike products gave their athletes a competitive edge for greater performances
- Imaged athletes such as Michael Jordan, Tiger Woods, Andre Agassi, Mia Hamm and Lance Armstrong

ESPN • Production Assistant • Bristol, Connecticut • August 1994–July 1995

- Director assistant for SportsCenter, NFLPrimetime and NHL2Night TV shows, producing teases, promos and packages
- Created, wrote and produced hundreds of highlight packages for SportsCenter

EDUCATION

Northwestern University • Medill School of Journalism • Evanston, Illinois • Fall 1990–Spring 1994

- Graduated early, in March 1994, with a Bachelor of Science in Journalism and minor in political science
- Courses included advertising, direct marketing, copy editing, broadcast writing and TV news production

Moscow State University • Moscow, Russia • Fall 1995–Spring 1996 • Language immersion program at Russia's largest university

Pacific Northwest College of Art • Portland, Oregon • 2000–2006 • Courses included graphic design, brand identity and website design

Otis College of Art and Design • Los Angeles • Summer 2008 • Courses included screen-printing and apparel design

AWARDS + ACCOMPLISHMENTS + ASSOCIATIONS

2008 • Zookeeper's The Neighborhood Group logo chosen for publication in 2009 Logo Lounge 5 book

1997–99 • Numerous NIKETOWN displays awarded for excellence

2004–2006 • President • Irving Street Classic Condominiums Homeowners Association

- Responsible for \$100,000-plus budgets, selecting and guiding contractors for extensive repair jobs, and keeping the peace in 23-unit building

Northwestern Club of LA 2007–Present • NUEA 2008–Present • Northwestern Alumni interviewer for prospective students 2000–06

Northwestern University Hockey • Captain, 1992–94 • President, 1992–93 • Vice-president, 1991

- Responsible for recruiting, scheduling, fundraising, advertising, marketing, managing team budget, creating team yearbooks and designing new logo for uniforms and merchandise

REFERENCES Available upon request. **PORTFOLIO** viewable at www.Zookeeper.com