

DEREK DUJARDIN
Copywriter/Storyteller
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Great clients are a writer's best résumé

Principal/Writer at THREE A.M. Advertising—co-founded a successful direct-response agency known as Three a.m. with three other partners in Seattle, 2001. Sold my share and moved to beautiful Sedona, AZ. in October 2004. Clients included T-Mobile, Microsoft and F5. Concepted, wrote, oversaw creative and pitched new business. A year after I left, they went bust. Coincidence?

FREELANCE—CONSUMER CLIENTS

Amazon.com—assisted with creating brand personas, messaging and online creative aimed at converting national retailers and casual eBay sellers to start selling through Amazon.

Banking—wrote TV, radio and print ads and campaigns for King County Credit Union, US Bank, Y-12 Federal Credit Union, Tennessee State Bank and First National Bank of Arizona. Also named Cobalt Bank. A few of these still exist.

Cosmetic dentistry and surgery—worked with more than 20 cosmetic dentists and plastic surgeons to promote their services to consumers via print and online media.

Healthcare—wrote dozens of TV and print campaigns for Franciscan Healthcare Systems. Also worked with Northern Arizona Healthcare, McKesson, Chandler Regional Hospital and Bard Biopsy. Won a Gold Telly for St. Joseph's "Cardiac Care", 2007.

LifeLock—concepted and wrote sales and marketing materials to sell LifeLock services to credit unions and human resource managers.

Microsoft College Recruiting—this massive project required concepting and writing two 15-minute videos, dozens of ads, several brochures, and a forty-page Web site, all aimed at making Microsoft the first choice for computer science majors after graduation.

Macy's, Seattle—created the very successful "Paige Turner is Lost in a Book" literacy campaign as well as wrote numerous radio and TV commercials to boost retail sales of electronics, teen fashion and promoted special events.

Naming—branded and named dozens of products and companies, including K2 Kadence skates, Cobalt Bank, Avastar, ProOrtho, and PregNET.com.

Nestlé.com—wrote the international portal Web site for the world largest food company, requiring a full year of work and many flights to Nestlé's international headquarters in Vevey, Switzerland

Nike—conceived the Nike corporate responsibility story for the new Nike community stores in the “Better World” kiosk in every store, you’ll see the line: *“Can a shoe have a soul?”* Followed by the subhead: *“Where Nike leaves a positive footprint.”* That’s mine. In the next five years, there will be more than 200 community stores worldwide.

Ritz-Carlton—wrote and conceived a print campaign for Ritz-Carlton Residences at Dove Mountain, Tucson, and JW Marriott Residences in Loreto, Mexico. I have also worked with Starpoint communities and Hidden Meadow Ranch in Phoenix, which won a Silver Addy in 2010.

Safeco—in conjunction with Lemley Design Company, I conceived and wrote the irreverent “New Drivers Kit” and the highly engaging web site promoting fire, water, helmet and Internet safety to children.

Sky Harbor International Airport—revamped the website copy for the sixth largest airport in the world in Phoenix, AZ. Also conceived ads for the Goodyear Airport, AZ.

Starbucks—wrote six, 32-page retail catalogs throughout 2002 and worked on several grand store openings, and the Hot Spot wireless launch with T-Mobile.

T-Mobile—conceived and wrote well over 200 direct mail pieces aimed at either prospecting for new customers or reducing churn from current customer base.

Travel—Holland America, direct mail and catalog work. Royal Caribbean, direct mail and ads directed a travel agents. Triple A of California, service ads. Vacations Internationale, condominium literature for personal selling. Also revamped the copy for the Sky Harbor International Airport.

FREELANCE—BUSINESS-TO-BUSINESS CLIENTS

Advertising & Design agencies—worked as a freelance writer for dozens of advertising and design agencies in the Northwest and Southwest, including Canyon Communications, Park & Co, Rain Visual Strategy, The Rogers Group, The James Agency, Chris Bohnsack Design, Barclay Communications, Cole & Weber, BBFM, and Hunt-DDB Direct.

AK Media—wrote speeches and sales presentations for the senior executive staff, including the President and CEO.

F5 Technologies—wrote and concepts dozens of direct mail and email campaigns for a family of networking products from 2001 to current.

Farmers Insurance—wrote a series of agent-focused materials to increase sales for Life insurance, business insurance products, and selling strategies.

Microsoft—concepted and wrote five interactive videos introducing consumers to technologies via retail kiosks. Also concepted and wrote numerous marketing materials for the deployment of Windows XP & Office XP, the launch of MSN .NET Alerts, the promotion of bCentral to small businesses. Most recently, I wrote print advertising for the Microsoft Academic Alliance to promote Visual Studio Suite to colleges.

ABOVE & BEYOND

The MENDING Monologues—wrote, produced and directed a stage show about stopping gender violence by having men share their stories of how violence has affected their lives and the women they love. Inspired by The Vagina Monologues, this show is currently touring college campuses and gaining critical international acclaim and strong momentum. Visit www.TheMENDING.org to see clips.

Pro bono & non-profit work—created pro bono work for The Rubber Rainbow Condom Company and Rise ‘n Shine—an organization that match mentors with children with HIV/AIDS. Recent work includes re-branding the Area Agency on Aging in Maricopa county, Veteran Tickets and Veteran Nation websites, The Real Gift Foundation, and the Woodlawn Park Zoo in Seattle.

AWARDS

“40 Under 40” Award from The Feminist Press, CUNY—2010
Gold Addy for “Valley Vintage Fashion Experience”, The James Agency—2010
Gold Addy for “Terrors of Taterism” anti-obesity print campaign—2009
Silver Addy for “Hidden Meadow Ranch” print campaign—2009
Won a \$5,000 writer’s grant my show The MENDING Monologues—2008
Gold Telly Award “Cardiac Care” TV spot for Franciscan Healthcare Systems—2007
CREATIVITY Silver “Safeco New Driver Kit” collateral—2001
CREATIVITY Gold “Paige Turner is Lost in a Book” campaign—2000
Gold RAC Award “Paige Turner is Lost in a Book”—1997
First Place “Why Mom Is The Coolest” essay contest—1975

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