



Zeimer's Advertising Shoppe

Gil Zeimer

President/Creative Director

47 Heritage Drive

San Rafael, CA 94901-8309

T: 415.246.6072

E: gil@zeimer.com

W: www.zeimer.com

Qualifications as a Creative Director / Senior Copywriter

- Expert problem solver with over 35 years of experience working with Fortune 100 companies, start-ups, tech companies, and other well-known brands.
- 17 years as a staff copywriter at the largest ad agencies in San Francisco and Dallas working with a large project load on print ads, brochures, radio and TV campaigns.
- During 20 years as a highly prolific and in-demand copywriter, I introduced:
 - The Visa Debit Card Program to financial institutions with a collateral campaign
 - QuickBooks to Quicken users through its first successful direct mail package
 - Palm's Treo 650 Smartphone through the printing of one million catalogs
 - Intel's Create & Share Camera Pack – its first software product in a direct mailing
 - Loose Fit and Wrinkle-Free Dockers to the trade and consumers via sales videos.
- Organically listed near the top of the search engines for "healthcare copywriter", enabling me to become a freelance resource for advertising agencies and dozens of their clients who were healthcare practices, medical products, and services.
- Vast experience with the senior healthcare industry including hearing aid manufacturers and senior living communities (CCRCs, Independent Living, Assisted Living, and Memory Care).
- Demonstrated ability to write arresting headlines that elicit responses across any medium: print ads, outdoor billboards, websites online ads, and landing pages.
- Have written clinical trial social media ads for major pharmaceutical manufacturers.
- Have created over 225 websites and more than 2,500 blogs, as well as over 750 print ads, plus hundreds of radio and TV commercials.
- Wrote >120 articles for Intuit's Small Business Blog and a 250-word Small Business Dictionary.
- Created an article about becoming a freelance writer for *Adweek Magazine* – "Diary of An Unemployed Ad Man" – that appeared nationally for two consecutive weeks.
- An ad I wrote for Porsche of North America – "Porsche Separates Le Mans from Le Boys" was named one of the best Porsche print ads ever: tinyurl.com/q5roh5y
- Won over \$15 million in agency billings for clients such as Bank of America, Frontier Airlines, DHL, Countrywide, Emery Labels, and more.



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- Developed a direct response campaign for software/scanner manufacturer, resulting in sales exceeding projections by 15% year after year.
- Wrote a three-dimensional direct mail project that received a 55% response rate for a turnkey manufacturing company.
- Wrote and directed radio commercials and print ads for Bank of America Adjustable Home Loans, resulting in thousands of calls and a four-week backlog of potential clients. Headlines were: "Anyone Looking for Refinancing Will Find This Ad of Little Interest", "We're Offering Low Rates Without High Anxiety" and "A Little Interest Can Get You A Lot of Home."
- Developed a three-dimensional direct mail piece for Barclays Global Investors using the headline "401(k) Spoken Here" for a 20% response rate and four of the industry's highest DM awards.
- For PricewaterhouseCoopers, wrote and managed hundreds of pages of content annually for five years across seven divisions of the world's largest accounting firm.
- I continue to write monthly scuba articles and blogs for magazines and websites. There are over 100 articles and nearly 90 newsletters at www.ScubaStoryteller.com.
- View over 200 samples of my writing at my Web site: <http://www.zeimer.com>.

Ad Agency Experience

25 Years	Zeimer's Advertising Shoppe, San Rafael, CA – Freelance Advertising Writing/Consulting
1 Year	Cohn & Wells Direct Marketing (now RSCG Euro), San Francisco – Senior Writer
2 Years	Fabianac, Stropes & Armstrong, Advertising & Promotion, S.F. – Senior Writer/Copy Contact
3 Years	Grey Advertising, San Francisco – Associate Creative Director
2 Years	The Bloom Agency, Dallas – Senior Writer
2 Years	Bozell & Jacobs (now Temerlin/McLain), Dallas – Senior Writer
7 Years	Ketchum Advertising (now Chiat/Day), San Francisco – Senior Copywriter

Education

M.A. & B.A., San Francisco State University



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Awards

Direct Marketing Association International, Gold Echo Award, 2001; Silver Award, 2001 Showcase of Print Excellence; Finalist, 2000 John Caples International Awards

CLIO: 2 Magazine Finalist Awards; 3 Radio Finalist Awards

Codie Awards: Best Home Education Software for Pre-Teens

ANDY: Print Finalist, 2 Awards; Print Excellence, 2 Awards

OBIE: Best National Outdoor, Transportation

IBA: TV Finalist, 1 Award; Radio Finalist, 4 Awards

Silicon Valley AMA Sherlock Awards for Marketing Excellence: Most Exciting Single Marketing Communications Piece & Hottest Use of the Internet

S.F. Society of Communicating Arts: Gold Show TV Winner

American Red Cross Communications Excellence Award: First Place, Radio

Account Experience

MEDICAL

Alert Diver Magazine

Anne Arudel Medical Center, Baltimore

CancerTrust, San Francisco

Drugstore.com

Earlens, Menlo Park, CA

iHear, San Leandro, CA

Lasik-1, St. Louis, MO Maryland Vein

Professionals, Columbia, MD

Oralcryst Oral Care Candy, Tokyo

PlanetRx.com

Portola Valley Health Center, Woodside, CA

Qure.ai, Mumbia, India (Artificial Intelligence & Healthcare)

[St. Francis Healthcare](http://St.FrancisHealthcare), Wilmington, DE

St. Mary Medical Center, Philadelphia

TheBestNewBody.com, Mountain View, CA

[Tollgate Radiology](http://TollgateRadiology), Providence, RI

[U.S. Dentek](http://U.S.Dentek), Maryville, TN

[Zounds Hearing](http://ZoundsHearing), Chandler, AZ

FINANCIAL SERVICES

Accenture

Bank of America/NationsBank

Barclays Global Investors

Bayview Federal Savings

Charles Schwab

Farm Credit Bank Association

Financial Engines

First Hawaiian Bank

First Niagara

First Texas Savings

Fisher Investments

Intuit

Irwin Financial

MasterCard

PwC (PricewaterhouseCoopers)

Sanwa Bank California

Wells Fargo Bank

Visa International

Yodlee



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FOODS & PACKAGED GOODS

Andrew Jergens Company
Clorox Company
Del Monte Foods
Dole
Foremost Foods
Granny Goose
Lindsay Olives
Libby's
McKesson Corporation
Nestle'
Safeway Stores
Specialty Brands
Trader Vic's Foods

FOOD COMMODITY BOARDS

Alaska Seafood Marketing Institute
California Strawberry Advisory Board
California Table Grape Commission
Idaho Potato Commission
The National Potato Board

ALCOHOLIC BEVERAGES

Beringer Vineyards
Callaway Winery
Christian Brothers Wines & Brandies
Clos Du Bois
Glen Ellen Winery
Robert Mondavi Winery
Sutter Home

INSURANCE SERVICES

Blue Shield of California
CSAA
Farmers Direct
Fireman's Fund/Employers Link
Midland National Annuities
Nationwide Direct

FASHION

Crescent Jewelers
Eddie Bauer
Koret of California
Levi Strauss & Co.
Zales Diamond Stores

TELECOMMUNICATIONS/UTILITIES

GTE Mobilnet
MCI
Pacific Bell Internet Services
Pacific Gas & Electric
Southern California Gas Company

HOTELS & TRAVEL

All Nippon Airways
Caesars Tahoe Resort/Casino
Frontier Air Lines
Marriott Hotels & Resorts
Westin St. Francis & SF Airport Hotels
Red Sail Sports
Sitmar Cruises (Princess Cruises)
Vagablond.com

AUTOMOTIVE

Chevron
International Harvester
Porsche
Yamaha Motorcycles/Snowmobiles

BROADCASTING

KRON-TV (Channel 4), San Francisco
WFAA Radio (NewsTalk), Dallas

SHIPPING/TRANSPORTATION

Consolidated Freightways/Emery Air Freight
DHL
Greyhound Package Express
FedEx Freight (Viking Freight)



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TECHNOLOGY

Accenture
Adobe
America Online
Apple
Arbor Software
Ascend Communications
Autodesk
BabyCenter.com
Borland International
Brainstorm Networks
Brøderbund
Cisco Systems
CNET
Discovery Channel Schools
Drugstore.com
eGroups.com
Evoke Software
Fortify Software
Genentech
GEO Publishing, Inc.
Hewlett Packard
Hooked on Phonics.com
Inference Corporation
Intel
Intellisync
Internet Travel Network
Intuit
iPrint.com

TECHNOLOGY

Macworld Magazine
Metricom/Ricochet
MCI
Mirapoint
Netcom
Oracle
Palladium Interactive
PalmOne/Treo
Phoenix Technologies
Phone.com, Inc. (Unwired Planet)
PlanetRx.com
PricewaterhouseCoopers
Qsecure.com
Sega
Shutterfly
Silicon Graphics, Inc.
Sola Optical USA
Squid Labs
Sun Microsystems
Symantec
3Com/Palm Computing Platform
TomatoVine.com (VoIP)
U.S. DenTek
Visioneer
VNU Global Media
Well Engaged (TheWell.com)
Yahoo!
Zoomerang.com