



Zeimer's Advertising Shoppe

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A Travel Copywriter's Credentials



With over 25 years of copywriting expertise about travel accounts, my unique background includes writing in general ad agencies, sales promotion, direct response *and* digital media. Agency experience includes BBDO, Grey, Ketchum, Bozell & Jacobs, The Bloom Agency, and Cohn & Wells RSCG. I've won more than 25 major industry creative awards, including 5 CLIOs, most of which are in direct marketing.

I've skied in four countries, scuba dived in three oceans, and written:

- Sections of Visitor Guides for clients in seven states.
- [Feature articles](#), [enewsletters](#), & [Websites](#) for Red Sail Sports in Grand Cayman & Aruba
- Promotional emails for All Nippon Airways
- Print ads for Frontier Airlines
- Shore brochures for Princess Cruises
- Radio & ads for the [Westin St. Francis Hotel](#) and [Westin San Francisco Airport Hotel](#)
- Ads, radio commercials and outdoor boards for Caesars Tahoe Resort Casino, Nevada
- Over [20 magazine articles](#) for Scuba Times, Alert Diver, Adventure Journal, Sport Diver Interactive, Dive Pacific Magazines, Asian Diver, Dive Travel, Undercurrent's Travelin' Diver's Chapbook, Marin Independent Journal, S.F. Chronicle and L.A. Times;
- I've traveled through 40 US states, throughout the world, and own a timeshare;
- I am also the managing editor for www.vagablond.com, a luxury ezine for travel, shopping, food and wine, where I've posted over 1,400 articles since 2005.