



## Zeimer's Advertising Shoppe

**Gil Zeimer**

*President/Creative Director*

28 Marinero Circle, #30

Tiburon, CA 94920-1644

T: 415.889.6228

C: 415.246.6072

E: [gil@zeimer.com](mailto:gil@zeimer.com)

W: [www.zeimer.com](http://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 a 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 trials social media ads for major pharmaceutical manufacturers.
- Have created over 225 websites and more than 2,000 blogs, as well as in excess of 750 print ads, plus hundreds of radio and TV commercials.
- Wrote over 120 articles for Intuit's Small Business Blog in 13 months and a 250-word Small Business Dictionary.
- Created 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](http://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.



## Zeimer's Advertising Shoppe

### Gil Zeimer

*President/Creative Director*

28 Marinero Circle, #30

Tiburon, CA 94920-1644

T: 415.889.6228

C: 415.246.6072

E: [gil@zeimer.com](mailto:gil@zeimer.com)

W: [www.zeimer.com](http://www.zeimer.com)

- Developed direct response campaign for software/scanner manufacturer, resulting in sales exceeding projections by 15% year after year.
- Wrote a 3-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 4-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 3-dimensional direct mailer for Barclays Global Investors using the headline "401(k) Spoken Here" for a 20% response rate and 4 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.
- View over 150 samples of my writing at my Web site: <http://www.zeimer.com>

### Ad Agency Experience

20 Years	Zeimer's Advertising Shoppe, Tiburon, 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



## Zeimer's Advertising Shoppe

**Gil Zeimer**

*President/Creative Director*

28 Marinero Circle, #30

Tiburon, CA 94920-1644

T: 415.889.6228

C: 415.246.6072

E: [gil@zeimer.com](mailto:gil@zeimer.com)

W: [www.zeimer.com](http://www.zeimer.com)

### 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](http://Drugstore.com)

[Earlens](http://Earlens.com), Menlo Park, CA

Lasik-1, St. Louis, MO Maryland Vein

Professionals, Columbia, MD

Oralcryst Oral Care Candy, Tokyo

[PlanetRx.com](http://PlanetRx.com)

Portola Valley Health Center, Woodside, CA

[Qure.ai](http://Qure.ai), Mumbia, India (Artificial Intelligence  
& Healthcare)

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

St. Mary Medical Center, Philadelphia

[TheBestNewBody.com](http://TheBestNewBody.com), Mountain View, CA

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

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

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

#### FINANCIAL SERVICES

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

PricewaterhouseCoopers

Sanwa Bank California

Wells Fargo Bank

Visa International

Yodlee



## Zeimer's Advertising Shoppe

**Gil Zeimer**

*President/Creative Director*

28 Marinero Circle, #30

Tiburon, CA 94920-1644

T: 415.889.6228

C: 415.246.6072

E: [gil@zeimer.com](mailto:gil@zeimer.com)

W: [www.zeimer.com](http://www.zeimer.com)

### 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

### TELECOMS/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)



## Zeimer's Advertising Shoppe

**Gil Zeimer**

*President/Creative Director*

28 Marinero Circle, #30

Tiburon, CA 94920-1644

T: 415.889.6228

C: 415.246.6072

E: [gil@zeimer.com](mailto:gil@zeimer.com)

W: [www.zeimer.com](http://www.zeimer.com)

### 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