

## Robert Moss Senior Copywriter

Portland, Oregon  
323-356-3002 (mobile) mossr2@gmail.com

Online portfolio: [www.robertmossportfolio.com](http://www.robertmossportfolio.com)  
LinkedIn: [www.linkedin.com/in/robertmoss](http://www.linkedin.com/in/robertmoss)  
Twitter: [www.twitter.com/Moss\\_Robert](http://www.twitter.com/Moss_Robert)

### INDUSTRIES:

|               |                    |             |                        |
|---------------|--------------------|-------------|------------------------|
| Automotive    | Healthcare         | Real Estate | Technology             |
| Banking       | Hotels/Hospitality | Restaurants | Travel & Tourism       |
| Credit Unions | Nutrition          | Retail      | Utilities & Energy     |
| Fitness       | Pet Food           | Software    | Wireless Communication |

### RANGE OF THINKING

- 1) Conceived a variety of marketing materials for Southern California Edison (SCE). From a [refrigerator recycling program direct mail package that included a refrigerator magnet poetry kit](#)—which conveyed an environmental and money saving message in a fun and unique way—to a [brochure featuring a die cut measuring tool](#) that lets business customers identify opportunities to upgrade to more efficient lighting.
- 2) Wrote [ads that look more like magazine articles than ads](#) for Herbalife's independent distributor recruitment and retention efforts.
- 3) Wrote, cast and directed radio campaign for Achieva Credit Union that resulted in \$4.2 million in car loans and satisfied their legal department, the latter being more difficult than the former. [Countdown](#) and [Lift-Off](#).
- 4) Created the concept of [Señor CARE](#), a masked, lucha libre wrestler superhero character who is bilingual and unites people with SCE's low income CARE (California Alternate Rates for Energy) discount program.
- 5) Helped develop the [Infiniti G35 Pro Test Driver Shoot Out](#), a multi-million dollar experiential marketing program that included live, online and other elements.
- 6) Came up a P.R. stunt called [The Worst Migraine in L.A.](#), a low budget program to inform masses of migraine sufferers in Los Angeles about a new way to get relief and build a database of handraisers for the clinic to mine.

### SELECT ACCOUNTS:

|                        |                          |                            |
|------------------------|--------------------------|----------------------------|
| Achieva Credit Union   | Guaranty Bank            | Nike                       |
| adidas                 | Good Technology          | P90X                       |
| Arizona Public Service | Herbalife                | PNC Bank                   |
| Autodesk               | HTC Corp. mobile devices | Promax Nutrition           |
| Biamp Systems          | InfoPrint (Ricoh)        | Sage                       |
| Buick                  | Intel                    | Schiff                     |
| Castor & Pollux        | Jenny Craig              | Scion                      |
| Clearwire              | Kia                      | Southern California Edison |
| Comcast Business Class | Lenovo                   | Tiger's Milk               |
| Denese Skincare        | Lexus                    | Toyota                     |
| DST OptiMail           | McDonald's               | Virgin Digital             |
| Financial Tools        | Mercedes-Benz            | Walmart                    |
| Genpact                | Microsoft                | Yahoo                      |

### MEDIA:

|                            |                  |              |
|----------------------------|------------------|--------------|
| Advertorial                | Email            | Outdoor      |
| Brand Guides & Development | Event Marketing  | Print        |
| Broadcast                  | Games & Contests | Radio        |
| Collateral                 | Infotainment     | Social Media |
| Demand Generation          | Interactive/Web  | Video        |
| Direct                     | Naming           | White Papers |

**Robert Moss**

Continued

**TIMELINE:****Freelance Senior Copywriter**

2/2009 – Present

Agencies, in-house agencies and design firms include:

- |                          |                            |                         |
|--------------------------|----------------------------|-------------------------|
| - Liquid Agency          | - Trendline Interactive    | - Achieva Credit Union  |
| - Left Brain DGA         | - Stanton & Company        | - Herbalife             |
| - Donatelli + Associates | - Grady Britton            | - Product Partners, LLC |
| - Babcock & Jenkins      | - The New Group            | - DataPop, LLC          |
| - Thug Design            | - East Bank Communications |                         |
| - adidas                 | - Pinnacle Marketing Group |                         |

**Staff Senior Copywriter**

7/2007 – 1/2009

DDB, Los Angeles, CA

- Writer on direct, online, outdoor, advergames, broadcast and other media
- Supervised junior creatives
- Clients included SCE (Southern California Edison), APS (Arizona Public Service), Clearwire, Bright Now! Dental, Clear (mobile WiMAX) Internet, Schiff and Guaranty Bank

**Freelance Senior Copywriter**

12/2006 – 7/2007

Agencies include:

- |   |                       |                                |
|---|-----------------------|--------------------------------|
| - Tribal DDB  | - G2 Direct & Digital | - Citrus Studios (Los Angeles) |
| - AMCI (Automotive Marketing Consultants, Inc., an Omnicom company) |                       |                                |

**Associate Marketing Manager**

1/2005 – 12/2006

AMCI, Marina del Rey, CA

- Participated in writing AMCI's New Business Presentations and RFPs, capturing \$30 million in revenue for 2005 and more than \$40 million for 2006
- Clients include Lexus, Scion, Toyota, Volvo, Kia, Lexus China and Mercedes-Benz China

**Staff and Freelance Copywriter**

8/1998 – 1/2005

Agencies include:

- |                          |                                  |                        |
|--------------------------|----------------------------------|------------------------|
| - Creative Brands Group  | - JWT Specialized Communications | - The Ballpark         |
| - Davis Elen Advertising | - Suissa Miller                  | - Seiniger Advertising |
| - Evenson Design         | - Team One Interactive           | - Zentropy Partners    |

**EDUCATION:**

Book Shop

New York University, Tisch School of the Arts, MFA Film

Boston University, College of Communication, BS Broadcasting and Film

**REFERENCES:**

Please see recommendations on my LinkedIn page

- <http://www.linkedin.com/in/robertmoss>