

KEVIN HELMS

Writer

This well-versed marketing professional brings a wide range of experience, including multi-platform copywriting and copy management, from websites and national brochures to newsletters and emails, utilizing skills in SEO, CMS, CRM and more.

For concepts and copywriting, you've found a most insightful soul to tell your story, and engage others with the offerings that set your company apart.

2012–present

Team One Advertising; Playa Vista, CA
Copy Supervisor, Lexus and all accounts

Edited thousands of pages of Strategy and New Business doc's during 65% company growth.

Copywriting for Lexus brochures plus content for Lexus.com and LexusDrivers.com.

Review and edit monthly social media content for Lexus for all channels.

Update centralized content linked to CMS databases for Lexus.

Write meta descriptions, title tags and URLs for Lexus.com.

Mentor junior/midlevel copywriters.

Screen, hire, and train proofers/editors.

Lead Proofreading department, utilizing AP, *The Chicago Manual* and other style guides.

Leader in shift to digital proofing process, utilizing problem-solving skills and clear communication to create innovative solutions.

Co-founder of and principal leader of company-supported meditation program.

2002–ongoing

Freelance Creative Director/Copywriter/Editor

Clients & Accounts

Zambezi: Review and edit monthly social media content for fruitwater (social media)

Creative Productions: Toyota websites and Customer Relationship Management (Creative Director)

Colby & Partners: Suzuki (creative direction)

Saatchi & Saatchi: Toyota.com (Copy Manager)

Razorfish: MBUSA.com (newsletters & content)

Merkley + Partners: Mercedes-Benz (copywriting)

Hansen Creative: Hyundai (long-form copywriter)

TenFold Advertising: Lexus (catalog writer)

Viscent: Healthcare/nutriceutical (consultant for branding, packaging, sales collateral)

J Health: Mast Therapeutics/ZO Skin Health

Epic Brand Group: Vestara/ZEVALIN (medical)

Orlando Design: Sprint PCS (direct mail)

Shea Homes: Homebuilding, mortgage and insurance (direct mail and video scriptwriting)

Lorien Eck Art & Design: LorienEck.com content; social media, newsletters, WordPress blog posts;

Producer and Videographer for youtube.com/

ArtWithLorien; events and event marketing

Other

Seeing a bit of the world, meditating, and community service including editing textbooks for the *Living Values Education Program*, sponsored by the UN in over 70 countries (livingvalues.net).

Website: portmanteaufolio.com

LinkedIn: linkedin.com/in/CopiousNotes

Contact: Kevin@CopyCaravan.com

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KEVIN HELMS

1993–2002

The Designory, inc.
Long Beach, California

Copywriter

Concepted and wrote luxury-car brochures, direct-mail materials, point-of-sale advertising, web sites, interactive programs, event promotions, and other promotional materials.

Clients

Mercedes-Benz, Nissan, Sundance Film Festival, AMP-Research.com

Awards (including freelance work)

2007 W3 Award
2007 Hermes Gold Award
2007 Media Achievement Award
2007 MarCom Platinum Award
2003 *Graphis* Brochures Annual
2003 *Communication Arts* Design Annual
2002 *Communication Arts* Design Annual
Critique Design Annual
The Beldings' Belding Bowl
International Automotive Advertising Awards
Silver & Gold

Website: portmanteaufolio.com

LinkedIn: linkedin.com/in/CopiousNotes

The Designory, inc. (cont'd)

Promoted from: Proofing Department Manager / Computer SuperUser (also promoted from Editor and Proofreader at The Designory)

Trained junior writers.
Interviewed, hired, trained, and supervised editors.
Documented department, team, and company procedures.
Oversaw growth of editing staff to keep pace with 500% company growth.
Attended more than 500 press checks.

Served as Product Specialist for Mitsubishi; provided product support to Saab/other automotive teams.

As SuperUser, performed troubleshooting of hardware and software issues, installs etc.

Education

Syracuse University
Bachelor of Arts, English

Additional Education

Accounting (to serve as Accounting Manager at a small design firm for six months)
Filmmaking (Dov Simens, Screenwriting Expo, to serve my abiding interest in true storytelling)

Contact

CopiousNotes@Gmail.com
808-206-9099

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