

KEVIN HELMS

Writer

This well-versed copywriter brings a wide range of experience, including luxury, social, SEO, B2B, B2C and much 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)

Lórien 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: www.CopyCaravan.com

Contact: CopiousNotes@Gmail.com

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Writing that takes you there.

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: **www.CopyCaravan.com**

The Designory, inc. (cont'd)

Promoted from: **Proofing Department Manager / Computer SuperUser**

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 other automotive teams.

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

Also promoted from: **Editor**

Also promoted from: **Proofreader**

Additional Clients

Porsche, Mitsubishi, Oldsmobile, Subaru, Saab.com

Education

Syracuse University
Bachelor of Arts, English

Contact

**CopiousNotes@Gmail.com
562-522-3777**

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