

# KEVIN HELMS

Writer

*This creative leader's writing has garnered national and international recognition, including being featured in such benchmark publications as Graphis and Communication Arts.*

*He's written a wide range of print and point-of-sale marketing, websites, microsites, direct mail and more. For concepts and copywriting, you've found a most insightful soul to tell your story.*

Website: [www.CopyCaravan.com](http://www.CopyCaravan.com)

Contact: [CopiousNotes@Gmail.com](mailto:CopiousNotes@Gmail.com)

2012–present

**Team One Advertising;** Playa Vista, CA

## **Copy Supervisor**

Copywriting MY15, '16 and '17 brochures (16) plus extensive content for [lexus.com](http://lexus.com).  
Pitch copy/creative at client presentations.  
Lead copywriter on [LexusDrivers.com](http://LexusDrivers.com).  
Mentor junior copywriters.  
Screen, hire, and train proofers/editors.  
Refine departmental and interdepartmental processes; emphasis on creating efficiencies.  
Lead editor for Lexus, 2KGames, The Ritz-Carlton, and new business.  
Co-founder of and principal leader of company-supported meditation program.

2000–2012

## **Freelance Creative Director/Copywriter/Editor**

### *Clients & Accounts*

**Creative Productions:** [ToyotaTruckNation.com](http://ToyotaTruckNation.com)  
(Creative Director)

**Saatchi & Saatchi:** [Toyota.com](http://Toyota.com) (Copy Manager)

**Colby & Partners:** Suzuki (creative direction)

**Razorfish:** [MBUSA.com](http://MBUSA.com) (newsletters & content)

**Merkley + Partners:** Mercedes-Benz (copywriting)

**Hansen Creative:** Hyundai (brochure writer)

**TenFold Advertising:** Lexus (catalog writer)

**Envision Group:** Isuzu (copywriter)

**Sartori Agency:** [St-Germain.com](http://St-Germain.com) (copywriting)

**Orlando Design:** Sprint PCS (direct mail, writing)

**Franklin Financial.com:** Mortgage (copywriting)

**Danhausen:** Homebuilding, mortgage and insurance

**Davidson Construction:** Real estate

**Viscent:** Healthcare

**Epic Brand Group:** Medical

## **Awards**

2007 W3 Award

2007 Hermes Gold Award

2007 Media Achievement Award

2007 MarCom Platinum Award

## **Other**

Seeing the world, meditating, and editing textbooks for the *Living Values Education Program*, sponsored by the UN in over 70 countries ([livingvalues.net](http://livingvalues.net))

~ *Résumé*, p. 1 of 2



# 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**

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

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**562-522-3777**

## **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

~ *Résumé*, p. 2 of 2

