

# KEVIN HELMS

Writer

*This copywriter & creative leader brings a wide range of experience, including enterprise-level multi-platform writing and copy management, from websites and national brochures to newsletters, emails and more, utilizing skills in SEO, CRM, B2B, B2C, and CMS.*

2012–present

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

Lead copywriter for 18 Lexus models including extensive content for LexusDrivers.com and Lexus.com for desktop and mobile.

Mentor junior/midlevel copywriters.

Edited more than 1,000 emails for Lexus and other clients, mindful of best practices for engaging new prospects/customer retention.

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

Update centralized content linked to CMS databases for Lexus using Google Docs.

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

Lead Editorial 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.

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

Led company-supported meditation program.

2002–2012

**Freelance Creative Director/Copywriter/Editor**

*Clients & Accounts*

**Epic Brand Group:** Healthcare, including Dako (industrial equipment); Freedom Innovations (knee replacement); Mast Therapeutics (microcirculation); Trovagene (testing); Biogen Idec (Zevalin); and Flex HD Acellular Dermal Matrix; (B2B and B2C)

**J Health:** Medical, including ZO Skin Health

**MicroVention/Fire Drill:** Neuroendovascular

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

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

**Creative Productions:** Creative Director; award-winning ToyotaOwnersOnline.com plus extensive CRM

**Saatchi & Saatchi:** Toyota (content management)

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

**Razorfish:** MBUSA.com (newsletters & content)

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

**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 editing textbooks for the *Living Values Education Program*, sponsored by the UN in more than 70 countries

**Website:** [CopyWhopper.com](http://CopyWhopper.com)

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

~ Résumé, p. 1 of 2



# KEVIN HELMS

*Previous experience includes:*

**The Designory, inc.**  
Long Beach, California

## **Copywriter**

As SuperUser, performed troubleshooting of hardware and software issues, installs etc. Concepted and wrote luxury-car brochures, direct-mail materials, point-of-sale, web sites, interactive programs, event promotions, and other promotional materials.

## *Clients*

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

## **Awards (includes 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

## **The Designory, inc. (cont'd)**

*Promoted from: Proofing Department Manager / Computer SuperUser*

Trained junior writers.  
Interviewed, hired, trained, and supervised editors.  
Documented 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.

## *Additional Clients*

**Porsche, Mitsubishi, Oldsmobile, Subaru, Saab.com**

## **Education**

Syracuse University: Bachelor of Arts, English

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Writing that takes you there.