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MARK TRUEBLOOD - ACD/COPYWRITER

INDUSTRY CATEGORIES

Professional Services / Architectural / Industrial / Technology / Health Care /
Pharmaceutical / Cause Marketing / Financial / Automotive / Tourism

EXPERIENCE

The Drucker Group, Chicago IL 02/2018 - Present

Freelance, Boca Raton FL 12/2016 - 01/2018

BFW Advertising, Boca Raton FL 02/2016 - 11/2016

Industriem Advertising, Portland ME 09/2013 - 12/2015

RIESTER Advertising, Phoenix AZ 01/2012 - 08/2013

Freelance/Sabbatical, Chicago IL 07/2010 - 12/2011

TURKEL Advertising, Miami FL 01/2006 - 06/2010

Point To Point Advertising, Cleveland OH 06/2003 - 01/2006

SKILLS & ACCOMPLISHMENTS

- Proven conceptual and writing chops on complex brands and challenging subjects
- Experience developing integrated campaigns in multidisciplinary teams and alone
- Know how to balance strategic positioning demands with creative best practices
- Experienced with multicultural audiences, and collaborated with diverse teams
- Strong knowledge base in science, economics, international cultures, and current events
- Experience leading creative on projects, mentoring juniors, and presenting work
- Wrote THINK, an art book published in 2008 and distributed internationally
- Concepted and wrote a major diplomatic campaign for the United Arab Emirates
- Developed and produced two documentaries for the State of Arizona
- Have gotten many pats on the back from industry publications and award schemes
- Graduated from Brainco: Minneapolis School of Advertising in 2003