

John Welsh
Copywriter/ Creative Director
Cell – 781-632-6469
Home – 781-581-2015
jp-welsh@hotmail.com

I have extensive experience writing general, direct response and interactive advertising for a wide range of clients, from beer to software, ice cream to consumer electronics. My general career encompasses a huge variety of accounts and award-winning work in every medium from TV to outdoor. In direct response, I have been both a creative director and copywriter, writing award-winning direct mail, TV, print and more. My interactive experience includes writing websites, email campaigns, rich banners and more for Tweeter, General Motors, General Motors credit cards and many high-tech companies. Recent websites are idealaunch.com, artisanalent.com and nannies4hire.com.

Experience

1996 – Present : Freelance copywriter/creative director.

Agencies worked for: Arnold Worldwide, Mullen, Partners & Simons, Digitas, Gearon Hoffman, Velocity, Cramer, The Wilde Agency, The Other Agency, Tweeter (in-house), Cambridge Biomedical.

Accounts worked on: Fleet Bank, Samuel Adams beer, John Hancock, Blue Cross Blue Shield, Fidelity, Scudder, Titleist, Foot-Joy, Verizon, General Motors, General Motors credit cards, HP Hood, KaBloom, BJ's Wholesale Club, Together Rx Access, Just for Feet, dot-coms too numerous to mention.

2000-2004: Part-time copywriter, Arnold Worldwide, working on McDonald's.

1994-1996: Creative Director, Hill Holliday Direct; Associate Creative Director, Hill Holliday

Accounts worked on: Harvard Pilgrim Health Plan, Humana Health Plans, Bank of Boston, Sony, Marshall's

1981-1994: Creative Group Head at what was Humphry Browning McDougal and is now Arnold Worldwide.

Accounts worked on: Parker Brothers, Stanley Tools, Molson beer, CVS, Star Market, Lechmere, McDonald's, Bose

Pre-1981: Copywriter and creative director at Leo Burnett and Needham Harper & Steers in Chicago, working on accounts like Anheiser-Busch, McDonald's, Kellogg's, V-8, Nestle, etc.

Awards

Cannes, Clios, One Show, Andies, Effies, CA Annual, Hatch, Best of Broadcasting in New England, Caples, NEDMA, etc.