



Zeimer's Advertising Shoppe

Gil Zeimer, Proprietor

Advertising, Promotion and Direct Response Copywriting

A Creative Director & Copywriter's Credentials

With over 30 years of copywriting expertise, my unique background includes writing in general ad agencies, sales promotion, direct response *and* digital media. Agency experience includes BBDO, Grey, Ketchum, Bozell & Jacobs, The Bloom Agency, and Cohn & Wells RSCG. I've won more than 25 major industry creative awards, including 5 CLIOs, most of which are in direct response copywriting.

I'm the top-ranked "healthcare copywriter" on major search engines with an extensive list of work for medical practices, products and services, including dentists, cosmetic surgeons, lap-band surgeons, oncologists, orthopedic surgeons, vascular surgeons, and colonoscopy devices.

I've introduced many major products during my career: The Visa Debit Card Program to financial institutions, QuickBooks to Quicken users, Palm's Treo 650 Smartphone, Intel's Create & Share Camera Pack – its first software product, Loose Fit and Wrinkle-Free Dockers to the trade and consumers for Levi Strauss, and Breath Remedy products from US Dentek.

I've produced results for a diverse group of clients, such as Charles Schwab, Wells Fargo Bank, Bank of America, Visa, PricewaterhouseCoopers, Accenture, Intel, Intuit, Oracle, Palm, Symantec, Levi Strauss, Hewlett-Packard, FedEx Freight, Safeway and dozens more.

An Overview of What I Offer My Clients

- Demonstrated ability on a wide variety of accounts and financial services. (See pages 3-4.)

Have successfully created the following:

- Direct response projects
- Web site copy / content / blogs
- Web banners / Podcasts
- B2B and B2C ads & brochures
- Point-of-purchase materials
- Catalogs
- Flexible rates: by the project, hourly, daily, weekly or monthly retainer.
- Over 500 Radio & TV scripts
- Broadcast emails, jump pages, social media
- Corporate video scripts
- Company newsletters
- Promotional copy
- Packaging copy and more

- I am also a Bay Area Certified Green Business.

View over 150 samples of my writing at my Web site: <http://www.zeimer.com>

Gil Zeimer, 24 Ayala Court, San Rafael, CA 94903-3812
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Ad Agency Experience

- 17 Years Zeimer's Advertising Shoppe, San Rafael –
Freelance Advertising Writing/Consulting
- 1 Years Cohn & Wells, Direct Marketing, San Francisco – Senior Writer
- 2 Years Fabianac, Stropes & Armstrong, Advertising & Promotion,
San Francisco – Senior Writer/Copy Contact
- 3 Years Grey Advertising, San Francisco – Associate Creative Director
- 2 Years The Bloom Agency, Dallas – Senior Writer
- 2 Years Bozell & Jacobs (now Temerlin/McLain), Dallas – Senior Writer
- 7 Years Ketchum Advertising (now Chiat/Day), San Francisco – Copywriter

Education

M.A. & B.A., San Francisco State University

Awards

Direct Marketing Association International, Gold Echo Award, 2001; Silver Award,
2001 Showcase of Print Excellence; Finalist, 2000 John Caples International Awards

CLIO: 2 Magazine Finalist Awards; 3 Radio Finalist Awards

Codie Awards: Best Home Education Software for Pre-Teens

Silicon Valley AMA Sherlock Awards for Marketing Excellence:

Most Exciting Single Marketing Communications Piece & Hottest Use of the Internet

American Red Cross Communications Excellence Award: First Place, Radio

OBIE: Best National Outdoor, Transportation

Dallas Society of Visual Communications: Print Excellence

S.F. Society of Communicating Arts: Gold Show TV Winner

S.F. Cable Car: Print Excellence; Second Place Print

IBA: TV Finalist, 1 Award; Radio Finalist, 4 Awards

ANDY: Print Finalist, 2 Awards; Print Excellence, 2 Awards

National Crystal Communicator Award: Radio Excellence

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Account Experience

FOODS & PACKAGED GOODS

Andrew Jergens Company
Applause Plush Toys
Clorox Company
Del Monte Foods
Dole
Foremost Foods
Granny Goose
Lindsay Olives
Libby's
McKesson Corporation
Nestle'
Safeway Stores
Specialty Brands
Trader Vic's Foods

FOOD COMMODITY BOARDS

Alaska Seafood Marketing Institute
California Strawberry Advisory Board
California Table Grape Commission
Idaho Potato Commission
The National Potato Board

ALCOHOLIC BEVERAGES

Amberhill Vineyard
Beringer Vineyards
Callaway Winery
Christian Brothers Wines & Brandies
Clos Du Bois
Glen Ellen Winery
Robert Mondavi Winery
Sutter Home

INSURANCE SERVICES

Blue Shield of California
CSAA
Farmers Direct
Fireman's Fund/Employers Link
Midland National Annuities
Nationwide Direct

MEDICAL

Anne Arudel Medical Center, Baltimore
St. Mary Medical Center, Philadelphia
CancerTrust (UCSF)

FINANCIAL SERVICES

American Savings Bank
Bank of America/NationsBank
Barclays Global Investors
Bayview Federal Savings
Charles Schwab
Farm Credit Bank Association
Financial Engines
First Hawaiian Bank
First Texas Savings
Fisher Investments
Freedom Debt Relief
Household Credit Services
Intuit
Irwin Financial
MasterCard
PricewaterhouseCoopers
Sanwa Bank California
Wells Fargo Bank
Visa International
Yodlee

FASHION

Crescent Jewelers
Eddie Bauer
Koret of California
Levi Strauss & Co.
Zales Diamond Stores

TELECOM/UTILITIES

GTE Mobilnet & MCI
Houston Industries
Pacific Bell Internet Services
Pacific Gas & Electric
Southern California Gas Company

HOTELS & TRAVEL

All Nippon Airways & Frontier Air Lines
Caesars Tahoe Resort/Casino
Marriott Hotels & Resorts
Westin St. Francis Hotel
Westin San Francisco Airport Hotel
Red Sail Sports
Sitmar Cruises (Princess Cruises)
Vagablond.com

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Account Experience (Continued)

TECHNOLOGY

Accenture
Adobe
America Online
Apple Computers
Arbor Software
Ascend Communications
Autodesk
BabyCenter.com
Borland International
Brainstorm Networks
Brøderbund
Cisco Systems
CNET
Discovery Channel Schools
Drugstore.com
eGroups.com
Evoke Software
Fortify Software
Genentech
GEO Publishing, Inc.
Hewlett Packard
Hooked on Phonics.com
iCat (Intel)
Inference Corporation
Intel
Intellisync
Internet Travel Network
Intuit
iPrint.com
Macworld Magazine
Markov Processes, Inc.
Metricom/Ricochet
MCI
Mirapoint
Netcom
Neuromedia
Octane
Onsale
Oracle
Palladium Interactive
PalmOne/Treo

NONPROFITS

Northern California Presbyterian Homes & Services
BookBankUSA.org, Novato Human Needs Center, McMickingFoundation.org

TECHNOLOGY

Phoenix Technologies
Phone.com, Inc. (Unwired Planet)
PlanetRx.com
PricewaterhouseCoopers
Qsecure.com
SchoolPop.com
Sega
Shutterfly
Silicon Graphics, Inc.
Sola Optical USA
Squid Labs
Sun Microsystems
Symantec
3Com/Palm Computing Platform
TomatoVine.com (VoIP)
TradeInteriors.com
U.S. DenTek
Vagablond.com (Travel Blog)
Visioneer
VNU Global Media
Well Engaged (TheWell.com)
Yahoo!
Zoomerang.com

AUTOMOTIVE

Chevron
International Harvester
Porsche
Yamaha Motorcycles/Snowmobiles

BROADCASTING

KRON-TV (Channel 4), San Francisco
WFAA Radio (NewsTalk), Dallas

SHIPPING/TRANSPORTATION

Consolidated Freightways
DHL
Emery Air Freight
Greyhound Package Express
FedEx Freight (Viking Freight)

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