

jeff perry

**For years, hikers saw the burrs and thistles that  
stuck to their socks as a nuisance.  
But in 1948, Georges de Mestral looked at them  
and saw Velcro.**

True story. That's how the stuff was invented. But what does it mean?

Well, to anyone besides the curator of La Musée du Velcro, it doesn't mean a whole heck of a lot. Unless you happen to be in advertising. In which case it's one of the more perfect examples of how the best ideas come from looking at things a little differently. At least I believe they do. It's why I approach projects the way I do. Because there's already too much run of the mill advertising cluttering up the place. So if you're looking for a writer (full-time or freelance) who won't give you the ordinary, give me a call.

2478 great highway

san francisco, ca  
9 4 1 1 6

(415) 566-3616

w w w.  
jperrycopy.com

work

jeff perry

08/07 – 04/08

Sr. Copywriter – Euro RSCG, San Francisco, CA

Handled everything from TV, radio, print, DM, online, outdoor, collateral, new business pitches and client presentations. Clients included Charles Schwab, Wells Fargo, Bank of the West and John Muir Health.

10/03 – 08/07

Freelance Copywriter/ACD

Worked on print, TV, radio, collateral, websites and new biz pitches for various Bay-Area agencies, including OgilvyOne/RedWorks, Euro RSCG, Asylum, Wolfe/Doyle, Attik, Swivel Media, Coakley & Heagerty, EMC Creative, J. Walter Thompson Technology, Critical Mass Creative Group (LA), Manning, Selvage & Lee (Atlanta).

2478 great highway

3/00 – 10/03

Sr. Copywriter – J. Walter Thompson, San Jose, CA

Did everything from TV to new business pitches. Handled multi-million dollar accounts like NCR, Inrange, Samsung Semiconductor and Namco video games.

san francisco, ca  
9 4 1 1 6

4/99 – 3/00

Freelance Copywriter

Created TV, radio, print for various clients, including J. Walter Thompson LA, Abert/Poindexter, Ervin/Bell Advertising, Mousetrap Advertising, The Morris Group and The Identity Group.

(415) 566-3616

4/95 – 4/99

Sr. Copywriter – First Strategic Group, Whittier, CA

Schooled by Ex Ogilvy & Mather VP/CD in branding, TV, radio and print. Accounts included Scott & White Health System, Fitzgerald's Jewelers and Children's Hospital of Orange County.

7/94 – 4/95

Freelance Copywriter

Produced ads, direct mail and brochures for various clients, including Tascam, Ingram Micro, Texas Instruments and Prisco Advertising.

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11/93 – 7/94

Sr. Copywriter – The Schraff Group Advertising, Costa Mesa, CA

Handled all accounts, including Xerox Computer Services, Smart Technology and Pulstar.

5/89 – 11/93

Sr. Copywriter – Ingram Micro, Inc., Santa Ana, CA

Worked on major names, including IBM, Apple, 3Com, Panasonic, Microsoft, Claris, Adobe, Toshiba and Novell.

7/86 – 5/89

Copywriter – CMS Enhancements, Inc., Tustin, CA

Created ads, data sheets and videos for PC peripherals producer.

school

California State University at Fullerton, Fullerton, CA. Graduated with B.A. in Communications/Advertising, June 1986.

other stuff

Awards include the Telly Awards, Clios, Lulus and the New York Festivals.