

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. 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. But if you think about it for a minute, it's one of the more perfect examples of how great ideas come from looking at things a little differently. And that's why I approach every project 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 an ACD/Sr Copywriter who won't give you the ordinary, give me a call.

1895 ardilea street

las vegas, nv  
8 9 1 3 5

(408) 410-1844

j p e r r y z 4  
@ c o x . n e t

**work**

**jeff perry**

12/08 – present

Sr. Copywriter – Station Casinos, Las Vegas, NV

Handled everything from TV, to collateral on multiple casinos, including Red Rock Resort, Green Valley Ranch, Gun Lake Casino, Revolver Dance Hall and more.

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08/07 – 04/08

Sr. Copywriter – Euro RSCG, San Francisco, CA

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

1895 ardilea street

10/03 – 08/07

Freelance Copywriter/ACD

Wrote 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).

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las vegas, nv  
8 9 1 3 5

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.

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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.

(408) 408-1844

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.

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7/94 – 4/95

Freelance Copywriter

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

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 and Adobe.

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.