

# Rod Middleton | Writer of Copy/Director of Creative

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## Experience

February 2013 to present

Freelance ACD/Senior Copywriter—SapientRazorfish, Charles Schwab, eBay, Doremus, Gyro, JUXT Interactive, DAE, Young & Rubicam, San Francisco

May 2010 to February 2013

Associate Creative Director/Senior Copywriter—Razorfish/Publicis, San Francisco

February 2005 to April 2010

VP, Senior Copywriter—McCann WorldGroup, San Francisco

March 1999 to February 2005

Freelance Senior Copywriter—various SF agencies, including Young & Rubicam, McCann/A&L, Glow, Impiric and many more

September 1998 to March 1999

Freelance Senior Copywriter—Goodby, Silverstein & Partners, San Francisco

March 1998 to August 1998

Senior Copywriter—GSD&M, San Francisco

June 1996 to February 1998

Copywriter—McCann-Erickson, San Francisco

September 1995 to April 1996

Copywriter—EvansGroup, San Francisco

April 1990 to February 1995

Senior Copywriter/In-House Broadcast Producer/Account Executive—Scopes-Garcia-Carlisle, Salt Lake City

## Clients

I've written for a huge variety of clients including: Intel, Charles Schwab, eBay, StubHub, Adobe, PayPal, Samsung, SanDisk, Cisco, Wells Fargo, Sony, Hewlett-Packard, Microsoft, Best Buy, Lincoln/Mercury, PacBell Wireless, AT&T Wireless, Coca-Cola, Cathay Pacific, Covad DSL, Bank of America, Safeway Foods, Investor's Business Daily, TCI Cablevision, Orchard Supply Hardware, Lagoon Amusement Park, a bunch of .coms, a chain of burger joints, a couple of ski resorts, two credit unions, a few restaurants, a distributor of tractors, earthmovers, and forklifts, and a long shot congressional candidate who almost won, thanks to his awesome ad campaign.

## Education

Brigham Young University, BA in Communications 1990, Advertising Major, Spanish Minor. (Fluent in Spanish—especially if you aren't.)

## Accolades, laurels, awards

OMMA Gold (Online Media & Marketing Awards), once

The MIXX Awards Silver, once

FWA, once

New York Film Festival Finalist, twice

Telly Awards Finalist, four times

Houston Addys Gold, once.

Sacramento Addys Gold, once

## Other skills

**Musical**—I've been "musical" since birth and started singing immediately upon arrival. Over the years, I've fronted/written/recorded with a decent handful of bands and projects. Most recently, I wrote and recorded vocals and other musical elements for an album of dark, gritty-cool Americana tracks you can find (and license for your next project) at Alibi Music Library.

**Acting**—I'm typically the go-to "VO guy" at places I work, always getting drafted for in-house projects—and that's OK by me, because I LOVE that sort of thing. In fact, for a time I was auditioning semi-regularly with one of SF's top talent agencies, while studying with esteemed VO talent/guru Tom Chantler. And I have more character voices on-tap than you could shake a microphone stand at. Also, I've been in a few movies. One time, I played a couchsurfing ne'er do well with a mugging problem in dotcom-era SF. Another time, I played The Devil in an award-winning Western musical I helped write.

**Production**—I really enjoy producing and directing the things I write. TV ads, web films, radio spots, original music—I have decades of experience gently directing talent and collaborating with other skilled folks to bring great ideas to life. Craft service tables and comfy studio sofas are some of my happiest places.

## Other Experience

I once lived and worked in Western Venezuela for about 18 months, co-managing a volunteer salesforce of about 200. My Spanish skills were quite formidable and I loved being fully immersed in Venezuelan culture. I can still speak, read, and write in Spanish, cook tasty comida criolla, and play a few tunes on the Cuatro, the national stringed instrument.