

Southern California—Burbridge, 1201 N. Catalina Ave., Unit 478, Redondo Beach CA 90277, U.S.A.

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CAREER PROFILE

- More than ten years’ experience at Fortune-500 advertising agencies—**organizing persuasive business and marketing communications** for worldwide brands.
- Editing to ensure that presentations and advertisements **reflect the values and identity** of organizations, as well as the **integrity and promise of brands**.

CAREER HIGHLIGHTS

At TBWA\Media Arts Lab—**Apple’s** dedicated, worldwide creative agency:

- ▶ **Time is money.** Created the TBWA\Media Arts Lab copyediting service, with deadline-driven, **100% on-time delivery of all decks**; with copyediting staff on call, 24 hours a day, seven days a week.
- ▶ **Creativity honors the brand.** Strengthened and clarified the fizz, verve, and edge of copywriters’ intentions—while ensuring rigorous application of “Apple Marketing Communications Style” throughout every expression of the Apple brand.
- ▶ **A style guide for everyone.** Created “Media Arts Lab Style Guide,” as a searchable database of brand knowledge.
- ▶ **Show how style matters.** Evangelized brand style as an element of user experience—more than mere rules.

EXPERIENCE

- ▶ **Jon Marshall & Daughters, Inc.** Richmond, Virginia
Creative agency for “Chili’s” brand campaigns
Copyeditor. 2023–present
- ▶ **Omnicom TBWA\Media Arts Lab.** Los Angeles
Apple’s dedicated, worldwide creative agency
Copy chief. 2015–2023
- ▶ **Emerson Collective.** Palo Alto, California
Laurene Powell Jobs’ social-change organization
Copyeditor. 2018–2023
- ▶ **MDC Partners Anomaly.** Venice, California
Advertising agency. Client campaign: “Master Class”
Copyeditor. 2020
- ▶ **Mirimar Creative Group.** Venice, California
Advertising agency. Client campaign: “Klarna”
Copyeditor. 2020
- ▶ **Omnicom TBWA\Worldwide.** Los Angeles
Advertising agency
Copyeditor. 2018
- ▶ **Omnicom TBWA\MAL FOR GOOD.** Los Angeles
Creative agency for nonprofits and social-change organizations
Copy chief. 2015–2017
- ▶ **Omnicom TBWA\Chiat\Day LA.** Los Angeles
Advertising agency for brands
Copyeditor. 2015–2018

EXPERIENCE (CONTINUED)

- ▶ **Omnicom TBWA\Kern Direct.** Los Angeles
Direct-marketing agency
Copyeditor. 2013
- ▶ **Allergan Pacific Communications.** Costa Mesa, California
Advertising agency dedicated to Allergan brands (Botox®, Juvederm®, Restylane®, and others).
Copyeditor. 2011
- ▶ **30sixty advertising+design.** Los Angeles
Production agency. DVD packaging for Hollywood studios
Copyeditor. 2007–2008
- ▶ **CineNovel.** Los Angeles
Publisher
Developmental editor, “The Fall of Icarus.” 2005
- ▶ **Curtco Media Labs.** Los Angeles
Publisher of magazines—“Robb Report,” and others
Copyeditor, “Worth,” and “Robb Report Motorcycling.” 2004–2005
- ▶ **Cinema Minima for Movie Makers Worldwide.** Los Angeles
Online news service delivered intelligence and connection to midcareer professionals around the world. Thirty accredited correspondents reported from film markets and film festivals in Africa, Asia, Europe, North America, and South America. In 2005, “Cinema Minima” was the most-visited filmmaker website in the world.
Founder, executive editor. 1997–2015
- ▶ **Kaiser Permanente Drug Information Service/Pharmacy Service.** Downey, California
Publisher of annual “Kaiser Permanente Drug Formulary” book for physicians and pharmacists
Editor. 1993–1999

EDITORIAL STYLES

- ▶ **AP style:** Associated Press Stylebook
- ▶ **APA style:** Publication Manual of the American Psychological Association
- ▶ **Apple style:** Apple Marketing Communications Style Guide
- ▶ **Chicago style:** Chicago Manual of Style
- ▶ **JAMA/AMA style:** American Medical Association Manual of Style

LANGUAGES

- ▶ **American English.** Competence: native
- ▶ **Metropolitan French.** Competence: CEFRL B1 intermediate

EDUCATION

Brown University, B.A., art

PROFESSIONAL ASSOCIATION

American Copy Editors Society (“ACES: The Society for Editors”)