

RICHARD TURGEON

writer/creative director

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Summary

Senior-level marketing and communications writer and creative director with 15 years experience, mostly in interactive and print. Strengths include copy, concepts and branding. Strong hands-on graphic and web design and freehand illustration skills.

Author of [Indie Rock 101](#), published by Focal Press in March 2009. Contributed all graphic and information design, illustrations and sourced or took all photos. Former contributing writer to *MacHOME* magazine.

Experience

Freelance marketing/creative director & brand consulting (2/11 - present)

- Marketing/creative director for financial investment firm: branding, positioning and product naming; project management of website design; managing/art directing design resources, and developer; writing/overseeing of multimedia and digital collateral creation
- Brand consulting, writing and design for new startup in online multimedia space: branding, positioning, writing/editing presentations, Flash animations
- Web design and content strategy for several clients
- PR lead on gourmet food client with 8 retail stores, working on overall public relations and marketing strategy, positioning, branding, social media, and writing and editing company press releases and blogs.
- Other recent clients include branding agencies, Barclays, Visa and more.

Senior Copywriter, Wells Fargo (4/09 - 4/11)

- Working with brand team and creative studio on major rebranding effort in interactive, print and multimedia.
- Copy and conceptual development for high-end and widely distributed client and consumer marketing websites and brochures. Also developed photography storyboard illustrations and written scenarios and profiles.
- Copy and content organization for internal and client communications, fact sheets and long-form consumer-facing reference guides; brand style guides and presentations.

Associate Creative Director, Bank of America (3/08 - 3/09)

- Creative direction for and management of team of writers and designers in Bank of America's internal interactive marketing group.
- Led, wrote and concepted Flash animations, video/multimedia, microsites, landing and splash pages.

Also worked on branding, nomenclature and PR.

- Dedicated to Online and Mobile Banking, along with all other lines of business including credit card, small business, deposits, insurance and wealth management.

Marketing Editorial Manager, Bank of America (2/06 - 3/08)

- Oversaw editorial team and content for online marketing units on BankofAmerica.com. Developed process and on-boarding process and continuously refined.
- Hiring and day-to-day manager for over a dozen full-time and contract writers.
- Liaison to external agency for SEO optimization.
- Grew marketing editorial team from 1 writer to 8 in 2007.

Marketing Copywriter, Bank of America (8/05 - 2/06)

- First and only copywriter brought on to develop and grow Bank of America's new internal interactive marketing team. Worked on and signed off on all ad units.
- Worked closely with outside consultants IDEO as strategic lead and copywriter on major site redesign and related innovations.

Copywriter, Monster Cable (consumer electronics manufacturer) (7/03 - 7/05)

- Lead writer on some of the company's most popular products, including Apple accessory packaging and THX Cable series.
- Projects included packaging, company website (newsletter and articles), consumer DVD scripts, press releases, collateral, CD liner notes, print ads, sell sheets and product manuals.
- Regularly presented package designs, nomenclature and positioning to company owner/CEO.

Copywriter, Freelance (8/02 - 7/03)

- Contributing writer to [macHOME magazine](#): cover stories, articles and reviews
- Pharmaceutical: Dey Pharmaceutical, Astra-Zeneca, Nexium
- Packaged goods: Chupa Chup, William Grant Liquors, Winston, Camel
- Tech/CE: "VoIP for Dummies" line, Dell, Motorola, MSN, NTT/Verio
- Other: Blockbuster Video, Corian/DuPont, Expedia, Zales, Winn Grips

Copywriter, TMXinteractive (interactive agency) (10/01-10/02)

- First and sole copywriter working with team of 8 designers on all copy and concepts.
- Authored all strategy documents and pitched new business; Flash animation and multimedia scripts; website and microsite copy; press releases, e-newsletter articles and executive bios.
- Clients included Tierney Communications/Philadelphia, Schering-Plough, SAP, NFL, Burger King, Sungard, Earthlink, FirstUSA, Lexus, more.

Copywriter, i-FRONTIER (now Avenue A / Razorfish) (interactive agency) (10/00 - 10/01)

- First and only copywriter working with team of designers on interactive ad units including banner ads, Flash animations and website/microsite copy.
- Clients included MSN, Schering-Plough, Roche, Discovery.com, Prilosec, Astra Zeneca, Xenica, OmniChoice.com, Fleet.

Copywriter, Weightman Group (traditional ad agency) (10/99-10/00)

- Lead copywriter, Summit Bank, Franklin Institute, Image Refinery, PA Higher Education Assistance.

Staff Artist, Fun-Time International (1/97-10/99)

- Created/concepted packaging (graphic design and illustration), web design and marketing copy for Krazy Straws® toy company. Set up trade shows and archived and maintained all company digital archives.

Additional Credentials and Accomplishments

- Currently blogging for AudioUndone.com, Focal Press's blog for the audio community. Topics include audio production, event recaps, interviews, and PR and social media techniques.
- Currently editing posts and writing original blog posts for Extensis's WebINK blog. Topics relevant to designers and developers as they relate to WebINK's web fonts service. Read my original posts [here](#).
- Co-presenter on PR & social networking for musicians and producers; [hosted by BARMMAP](#) (Bay Area Mixing Mastering and Production).
- [Recent interview](#) with OnlineColleges.com about the creative director role
- Featured article on TalentZoo.com homepage, '[Copywriters Need Feedback, Not Prescriptions](#),' 3/10/10
- 2010 Scriptapalooza screenwriting contest, the only contestant to [place two teleplays](#) I wrote for "The Office"
- "Download of the Week" in the [San Francisco Chronicle](#) for "Highway 81," a song I wrote, recorded, produced and performed all instruments and vocals on. I've independently written, recorded, mixed and released 6 records since 1993. Music at www.myspace.com/richardturgeon
- Currently first-degree black belt in tae kwon do, also certified scuba diver

Software

Advanced MS Office (Word, Excel, Powerpoint); strong hands-on Adobe CS4 (Flash, Fireworks, Dreamweaver, Photoshop, Illustrator, InDesign, Premiere, AfterEffects); Logic and other audio production (expert level); iLife (iPhoto, iMovie, GarageBand, iWeb); iWork (Pages, Numbers, Keynote)

Education

Temple University, B.A. Film/English, minor in Psychology/Sociology

Please see [online portfolio](#) for [references](#) and industry awards.