

DANIEL BROCKLEY

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PROFESSIONAL SUMMARY

A highly conceptual, creative copywriter who crafts stories that make customers want to take action. A strategic thinker who looks beyond a single marketing campaign and understands how to make advertising, marketing and public relations work together for better results.

EXPERIENCE

Senior Writer and Marketing Consultant | Brockley Communications (Seattle, WA) | 8/06 – Present

- Provide writing services and marketing consultation to clients including Microsoft Xbox, Radarworks, Hodgson/Meyers, Williams-Helde Marketing Communications, and Sound Leadership.
- Create results-oriented, creative marketing materials: ads, Web content, collateral materials and more.
- Develop cohesive brands for businesses and product lines including naming, tagline development, brand messaging and brand personality.
- Ghostwrite articles and white papers to help establish or grow thought-leadership.

Senior Copywriter | Hodgson/Meyers Advertising Agency (Kirkland, WA) | 10/07 – 10/08

- Developed concepts and composed copy for advertisements, websites, emails, direct mail, and collateral.
- Led writing on accounts including Fair Isaac, Meydenbauer Center, Microsoft, HomeStreet Bank, Clark Nuber, AMS Systems, Yokohama Aerospace, CSG Systems, Applied Systems and more.
- Acted as a key member of the re-brand team for CSG Systems and Applied Systems, creating brand messaging, developing new taglines, and naming products.

Mktg. Communications Manager | Varolii Corporation (Seattle, WA) | 10/06 – 10/07

- Managed marketing communications for the company's eight different vertical markets with the help of in-house and agency resources.
- Wrote and provided conceptual direction for all print and online advertisements, marketing emails and direct mail pieces.
- Created a complete campaign (including ads, online content, letters and more) for a company re-brand from PAR3 Communications and EnvoyWorldWide to Varolii Corporation.
- Developed communications strategies and created messaging to build awareness for Varolii and its technologies to foster the company's growth.
- Led marketing communications efforts to launch a new intranet and enhance internal communications.

Copywriter | SanMar Corporation (Seattle, WA) | 10/04 – 10/06

- Wrote advertisements, brochures, direct mail, web copy and corporate communiqués for an approximately \$500 million/year company with 14 apparel brands including Port Authority, Hanes, PING and Nike.
- Created brand identities and launched new clothing lines District Threads and CornerStone, developing names, taglines, ads and collateral materials.

- Developed and wrote Fabric newsletter for 30,000 subscribers.
- Edited and wrote Intranet articles to inform 1,400 employees of sales initiatives, new products, company news and more.
- Managed all PR activities, garnering press with publications like the Seattle Post-Intelligencer, King County Journal, Cincinnati Enquirer, Nevada Business Journal and Reno Journal-Gazette.
- Composed copy for several catalogs, including the 340-page Apparel & Accessories Guide with a circulation of 4.2 million.
- Wrote all press releases and composed bylined and ghosted articles for trade magazines.
- Composed copy for websites including SanMar.com, PortAuthorityClothing.com, SportTekUSA.com, DistrictThreads.com and CornerStoneWorkwear.com.
- Managed Jr. Copywriter and worked with designers to create effective marketing pieces.

Manager, P.R. & Copywriting | REM Eyewear (Los Angeles, CA) | 12/02 – 10/04

- Composed copy for all advertisements, collateral, brochures and promotional materials for REM's 8 brands including Converse, Barbie, Timberland and Jones New York.
- Wrote all copy for the highly successful launch campaign of Jones New York Eyewear.
- Wrote and edited communication to customers and the press for all departments including marketing, sales and finance.
- Composed all press releases concerning company news and product launches.
- Created and implemented the most successful media program in company's 50-year history, garnering over a hundred articles in trade and consumer publications including *In Style*, *Real Simple* and *LA Daily News*.

Actor | Various Theatres (OR, WA, CA, ID) | 9/99 – 2/02

- Acted professionally in regional theatres including the Idaho Shakespeare Festival, Willamette Repertory, Center Repertory and more.

Asst. Account Manager | AlexanderOgilvy (San Francisco, CA) | 6/00 – 3/01

- Conducted media outreach to secure broadcast and print coverage of high-tech clients including iPIX and Listen.com.
- Managed three interns in charge of research and miscellaneous projects.
- Facilitated high-level interviews between industry analysts, national press and clients.
- Coordinated accounts' conference and trade show activity, including research, preparation and speaking opportunities.
- Provided research and analysis of clients' surrounding industries and competition.
- Wrote P.R. related articles for the *Key Message*, a company publication.

EDUCATION

Certificate, Literary Fiction | University of Washington (Seattle, WA)

B.A., English Literature; Dean's List | University of Oregon (Eugene, OR)

Recipient of full scholarship; year study abroad | University of East Anglia (Norwich, England)