

melissa berman

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PROFESSIONAL EXPERIENCE

ADVERTISING:

1/97 - present - Freelance Senior Copywriter TV, Print, Radio, Interactive
Worked at many ad agencies including Chiat Day, Kaplan Thaler, GSW, Grey, Saatchi and Saatchi, Ogilvy & Mather, Euro RSCG, McCann and more on a variety of accounts and in a variety of mediums. Also worked with individual companies on branding, web, collateral, TV and print.

Accounts include: AT&T, Citibank, Partnership for the Homeless, Kobalt iTV, Pharma, Stayfree, Cheerios, Colgate, Pantene, VirginAtlantic Airways, Revlon, Pravachol, Connecticut School for Music, Collective Media, Prudential Financial, Novartis and more.

2/02 -2005 - Freelance Senior Copywriter Deutsch Inc., New York
Long term assignment as senior writer on key accounts developing and producing national television, print and radio campaigns
Accounts include: Tylenol, Zelnorm, Almay, Revlon

1/01-2/02 Lead Writer Aquilent - for United States Postal Service, USPS.com
Long term freelance assignment as the lead writer for the complete redesign of the 11,000 page USPS website. Worked with information architects and designers to develop and write both consumer and business sections and pages of this complex website.

11/94 -12/96 Vice President, Copywriter FCB LKP New York
Developed, managed and wrote advertising strategies and campaigns including all phases of production.
Accounts include: AT&T, Avon and Rayovac

1/89 -1/98 Copywriter John Paul Mitchell Systems -Hair Care
Worked directly with client in creative development, copywriting and production for all advertising including TV and print; consumer and trade, new product launches, promotional, packaging, video and collateral

2/90 -11/91 Copywriter Gardner Communications, San Francisco
Accounts include: Wham O, San Francisco Chronicle, The Fairmont Hotels, Revo Sunglasses Torres Wines

2/87 -10/89-Copywriter Korey Kay and Partners New York
Accounts include: Members Only, Virgin Atlantic Airways, NYCE, Golden Nugget, Savin, MONY Financial Services, Nature's Plus

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FILM

2005 - Writer/Director

Lucky - Independent short film

Multiple award-winning short comedy. Shot on Super 16mm on location in Florida.

2004 – Filmmaker

Michael Moore's 2004 election coverage crew.

Travelled with a group of 20 NY based filmmakers as part of the team on the streets covering the election day events in Cleveland Ohio.

2002-3 - Writer/Director/Producer

Seaside Trilogy - Independent Short film

Series of dramatic short films shot on 16mm on location in Montauk. Featured in festivals in North America and abroad. Best of fest: Rochester Int'l

2003 - Writer/Director

Hetch Hetchy; Yosemite's Lost Valley

Documentary produced as part of an effort to remove a dam that caused devastation to Yosemite's prized valley. Best of Entries: Wild and Scenic Environmental Film Fest. Broadcast on public television in Northern California. Also screened at United Nations and on Capitol Hill.

Commercial Director

Represented by: Giant Pictures, Austin Texas

Reel available upon request.

EDUCATION

- University of Maryland, College Park, BS - Journalism/English
- School of Visual Arts, New York - Advertising
- NYU and New School - Creative writing
- Southampton University – MFA program - Creative Writing (current)

AWARDS Clio, Emmy, Art Director's Club, Addy, Effie, IBA