

# Tony Hirsch

(A copywriter)

## Education

**Advertising Center, Chicago** (1989) Completed three advanced copywriting courses

**Pitzer College, Claremont, CA** (1988) B.A. English. Extensive work in film including three independent studies in screenwriting, one through **USC Film School**. Wrote two feature-length screenplays. Conceived and completed independent film on school "Ultimate Frisbee" team. Captain and business manager of "Ultimate Frisbee" team.

## Work Experience

**MRM/McCann** (2013-present) Freelance Copywriter/Creative Director on Microsoft (2019). Other copywriting contribution for ExxonMobil, US Postal Service, Cisco, Panasonic, Honeywell Aerospace.

**Freelance Writer, Salt Lake City** (4/01 - present) Accounts include, Uinta Brewing Company, St. Provo Girl, Polygamy Porter & Wasatch Ale, Head Skis, Tyrolia, Superfeet, Cole Sport, and individual projects for Las Vegas Tourism, Marmot Gear, Yakima, and many others.

**Euro RSCG/DSW Partners, Salt Lake City** (11/96 - 4/01) Senior Copywriter. Senior writer on Iomega print, broadcast, interactive account. Frequent creative director responsibilities. Also extensive work on Intel, Red Hat, Sybase, Macromedia, Alcatel, Telocity, Xircom, In Focus & new business. (See awards below)

**Ogilvy & Mather, Chicago** (4/94 - 11/96) Copywriter. Literally tons of radio, television and print work for Sears Automotive, Home Improvements, Brand Central, and HomeLife Furniture. Print for American Express.

**Ketchum Advertising, Chicago** (1993 - 1994) Copywriter. Accounts included Sara Lee, NutraSweet, Bill Knapp's Restaurants, Cargill Meats. Winner of Ketchum's internal "You Nailed It" award for creative excellence.

**Foote, Cone & Belding, Chicago** (1991) Intern in creative department. Fulfilled all the responsibilities of a full time copywriter. Included writing TV, print, radio scripts for: Kraft Macaroni and Cheese, Kraft Handi-Snacks, Tombstone Pizza. Also Taco Bell & Illinois Lottery new business pitches.

## Writing Honors

Winner, Emmy Award, Zero Fatalities Television PSA campaign (2009)

Winner, 2 Addy Awards, 1 Addy Citation of Excellence award (2001 - 2002)

Finalist Icon awards for outstanding print advertising

Winner, 2 Addy Citation of Excellence Awards (2000 - 2001)

Winner Euro RSCG/DSW Partners "Best Outside the Box Thinking," Best Original Media Awards (2000)

Winner, One Show Silver Pencil, Bronze Pencil, 3 Merit Awards, Interactive Division (2000)

Winner/co-Winner Euro RSCG/DSW Partners Best Print Campaign, Best Interactive Campaign,

Best Integrated Campaign, and Best Corporate Website of the Year (1999)

Winner, 5 Addy Citation of Excellence Awards (1997 - 1998)

Winner, One Show Merit Award, Interactive Division (1997 - 1998)

Finalist, London International Advertising Award (1998)

Third Place, Writer's Digest National Writing Contest, Screenwriting Division (1993)

Winner, Northwestern University Writing Contest (1991)

Finalist, Academy of Television Arts and Sciences nationwide writing internship program (1986)

