

Jeffrey T. Van Zandt

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A Copywriter to aspire, to inspire, to perspire... for you.

EXPERIENCE:

LiveSecure.org, Creative Director

Fredericksburg, VA USA 2009 – Present

Led the Creative as well as wrote/edited all the copy for the most comprehensive online family security resource. Compiled and distributed security information and products. Assisted in rallying support for national legislation to protect children from predators.

Ogilvy & Mather, Associate Creative Director

Durham, NC USA 2007 – 2008

Wrote on/Managed: Lenovo, Kodak, Ronald McDonald House of Chapel Hill, The Full Frame Film Festival and OgilvyDurham.com.

The Richards Group, Brand Creative

Dallas, TX USA 2006

Wrote: H-E-B SuperBowl & Brand TV, Greyhound Radio, Heineken Pitch.

Richter7, Senior Copywriter

Salt Lake City, UT USA 2005

Wrote: A lot.

Downtown Partners, Senior Copywriter/Freelance

Toronto, Canada 2004

Wrote: Bud Light Superbowl TV/Print.

The Jupiter Drawing Room, Senior Copywriter

Johannesburg, South Africa 2003

Wrote: Nike TV 2003 Rugby World Cup.

Launched integrated campaign for SmartCar. Nedbank Brand TV.

EURO RSCG NE, Senior Copywriter

Prague, Czech Republic 2002

Won Eurotel Wireless pitch. Wrote on Bernard Beer.

Arnold Worldwide, Copywriter

San Francisco, CA USA 2000

Wrote on Logitech and various deceased dot-coms.

AWARDS:

2007 ONE SHOW

Integrated Campaign: Ronald McDonald House of Chapel Hill

2005 Utah Addys Out My Wazoo

RICHTER7 Radio Campaign / Utah Symphony Radio

2004 ONE SHOW

Integrated Campaign: SmartCar

2004 NEW YORK FESTIVALS

TV: NedBank

2004 CLIO

TV: NedBank

2002 ADDY WESTERN REGIONAL FINALS BEST OF SHOW

TV Campaign: Regence Blue Cross Blue Shield

EDUCATION:

Portfolio Center, Major: Copywriting

Oxford Language School TEFL Certification - Prague, Czech Republic

La Brie Fellowship Private study of philosophy in Geneva, Switzerland

James Madison University, BS, Major: Political Science, Minor: English

Collegiate Internships: Walt Disney World & The FBI Academy. Seriously.