

J TORMEY

20 Bromfield St.
Newburyport, MA 01950

978-463-7848
jtormey@jtormey.com

SUMMARY

A skilled and versatile copywriter with big agency experience and proven expertise in general advertising as well as consumer and business-to-business direct marketing. Proficient in all media -- from TV, radio, and print advertising to internet, multi-media, print collateral, outdoor, corporate events and guerilla marketing. (Actually wrote questions for *Trivial Pursuit*.) Very results oriented. Has worked with many of the largest companies in the Northeast.

EXPERIENCE Contract/Freelance Copywriter/Creative Director**1993 - Present**

RENAISSANCE DIRECT, Ipswich, Massachusetts

Developed messaging, creative concepts and copy for marketing communications in various media for a wide range of clients. Worked closely with clients to refine messaging strategies to ensure maximum effectiveness in view of marketplace needs and competitive landscape. Notable clients include:

Connected	Digital	Dragon Systems
Lotus	Lumigent	MarketSoft
Eastman Software	Progress Software	Wang

Senior Copywriter**1988 - 1993**

MULLEN, Wenham, Massachusetts

Developed creative concepts and copy for assigned accounts plus direct marketing and collateral projects as "writer-at-large" throughout the agency. Notable clients include:

Tufts Health Plan	Houghton Mifflin	Dun & Bradstreet Software
MetLife-State Street	Veryfine Juices	Smartfood

Associate Creative Director/Copy Chief**1985 - 1988**

BOMBACI + MITCHELL ASSOCIATES, Wellesley Hills, Massachusetts

Developed concept and copy for all consumer and business-to-business accounts, including print, collateral, direct mail, PR and broadcast.

Senior Copywriter**1982 - 1985**

CANTON ADVERTISING, Canton Massachusetts.

As Senior Writer on staff of five, created *hundreds* of TV, radio, and newspaper ads as well as outdoor, circulars, signage, press releases, etc. for Hills Department Stores, one of ten largest discount retail chains in US.

Creative Consultant**1997 - Present**

SYNECTICS, Cambridge, Massachusetts

Co-Creative Director for series of executive visioning/motivational seminars for major oil-field services company, Schlumberger. Coordinated, facilitated, coached, and directed top executives as they wrote and performed their own multi-media presentations for worldwide corporate satellite broadcasts from Paris, France, in 1997, 1999 and 2000.

Freelance Copywriter**1984 - 1998**

LARRY MILLER PRODUCTIONS, Somerville, Massachusetts (later IXL, Cambridge)

Wrote numerous multimedia tradeshow/event presentations for Bank of Boston, The New England, Parker Brothers, Welches, Thom McAn and many others. Additional work for Parker Brothers included writing questions for "Trivial Pursuit" and "Split Second" board games.

Artistic Director/Actor**1970-1982**

THE POCKET MIME THEATRE, Boston, Massachusetts

Artistic director, founder, general manager and principal performer for resident and touring theater company. Artist-in-Residence at Northeastern University.

EDUCATION Massachusetts Institute of Technology, Cambridge, Massachusetts 1968-1970

J Tormey Clients

IT / Hardware

Alloy Computers
D/A General
Hewlett Packard
PictureTel

Apollo
Di-An Controls
Honeywell Bull
Stratus Computer

Cadec
Digital Equipment Co.
Motorola/Codex
Torrington Company

Centronics Printers
EMC Corporation
#9 Computer Co.

IT / Software

Alsys
CMG Corporation
Connected Corporation
Eastman Software
Lumigent Corporation
Optika
Systar

Altiga
CODEX
Contex Graphics Systems
FormWorx Corp.
Marcam Corporation
Powersoft Corp.
Venturcom

Astea International
Computer Associates
Dragon Systems
Information Mapping
MarketSoft Corp.
Progress Software
Wang Laboratories

CGF Direct
Computer Solutions
Dun & Bradstreet Software
Lotus
Object Design
Selecterm
Wired Empire

Consumer

American Brush
Carpet One
Digital Cable Radio
Lindt Chocolates
S.New England Telephone
Tufts Health Plan

Anheuser-Busch, Inc.
Cellular One
Furman Lumber
Lojack
Stride Rite
Veryfine Juices

Bose Speakers
Colgate/Hoyt
Hills Department Stores
Parker Brothers
Thom McAn
Welches

Cable Video Store
Columbia Provisions
L.B. Evans' Sons Footwear
Smartfood
Tom's of Maine

Financial

Bank of Boston
Interactive Data Corp.
The Boston Company

BayBank
MetLife-State Street
The New England

Chase Manhattan Bank
Middlesex Savings Bank
Union Plus Credit Cards

Consolidated Group Ins.
Mass Interlocal Ins. Agency
Washington Trust

Medical / Non-profit

Deaconess Hospital
NE Baptist Hospital

E.C.C.F.
North Shore Medical Center

Franklin Park Zoo
OTC America

MediVision
The Samaritans

Publishing / Manufacturing / Miscellaneous

EBSCO
Houghton Mifflin
Liberty Properties

Emery Waterhouse
Hurwitz Group
Plymouth Rubber

Forte Technology
Inso Corporation
PTC Aerospace

Global Access
LEA Manufacturing
Total Property Services

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