



PEARCE

CREATIVE SERVICES

Clients

Macy's
Blue Shield of California
About Records
Hamilton Partners (Hewlett-Packard)
Haggin Marketing (AT&T)
J. Stokes & Assoc. (Oakville Grocery)
Banana Republic
Acoustic Guitar magazine
Smith & Hawken

Industries

Music/Entertainment
Retail
Telecommunications
Healthcare

Deliverables

Direct Mail Advertising
Catalogs
Print Advertising
Brochures
Web Site Content

Software

Adobe InDesign
Quark X-press
Microsoft Office
Dreamweaver

DREW PEARCE

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Objective: To provide my clients with clear, compelling copy and creative solutions

CORPORATE

Haggin Marketing Inc. MILL VALLEY, CA. OCTOBER 2006 TO MAY 2007

Senior Copywriter

Wrote and edited direct mail catalogs for AT&T

Macy's West SAN FRANCISCO, CA. JUNE 2001 TO OCTOBER 2006

Senior Copywriter

Wrote direct mail advertising promoting sales and events

Won 2004 Rising Star Award (Macy's West Sale Promotion's Rookie of the Year)

Hamilton Partners HEALDSBURG, CA. NOVEMBER 1999 TO MARCH 2000

Staff Copywriter

Wrote Web sites, magazine ads, and marketing collateral for Hewlett-Packard

Nordstrom SEATTLE, WA. FEBRUARY 1997 TO OCTOBER 1999

Staff Copywriter

Wrote copy for 3 print advertising divisions: Newspaper, Collateral and Large Direct

Mervyn's California HAYWARD, CA. JUNE 1989 TO MARCH 1993

Staff Copywriter

Wrote headlines and copy for weekly tabloids and brochures

Taylor/PMI Advertising COLUMBUS, IN. JULY 1987 TO JUNE 1989

Account Manager/Copywriter

Wrote marketing proposals and print ads for the automotive and trucking industries

FREELANCE

Pearce Creative Services SAN RAFAEL, CA. MAY 2007 TO PRESENT

Writer/Editor/Marketing Consultant

Write direct mail advertising, catalogs, and Web site content and press releases

Acoustic Guitar Magazine SAN RAFAEL, CA. MARCH 2001 TO MAY 2007

Freelance Contributing Writer

Wrote record reviews and profiles on Indigo Girls, Aimee Mann, Ryan Adams & others

The Brodia Group SAN FRANCISCO, CA. MARCH 2001 TO AUGUST 2001

Freelance Writer/Editor

Wrote and edited content for the new corporate Web site (www.brodia.com)

Blue Shield of California SAN FRANCISCO, CA. APRIL 2000 TO APRIL 2001

Freelance Writer

Wrote and edited health plan content for the corporate Web site (www.mylifepath.com)

Pearce Communications MILL VALLEY, CA. MAY 1993 TO SEPTEMBER 1996

Copywriter

Wrote corporate communications for Banana Republic and other clients

EDUCATION

Bachelor of Arts degree in English from Iowa State University, May 1987

Earned Academic All-Big 8 Award - Men's Gymnastics Team