

DAVE

Writer /Producer /Voiceover



Résumé of David J. Wilkie
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Overview

With more than 15 years of concept creation, writing, producing and announcing for radio and television broadcast, print, outdoor board and Internet. I can quickly capture and hold the imagination and attention of most any audience in any medium. Skilled in working with clients, art directors, editors and sales executives, I can distill the gathered or given information into a dynamic and appealing package, so long as I know the audience I'm writing for.

Work History

Green Hammock – Longwood, FL (www.greenhammock.com)
Copywriter, Creative Consultant December, 2007 - Present

Contract writer for local internal creative departments as well as nationwide advertising agencies, to include *The Orlando Sentinel* and Starwood Hotels & Resorts Worldwide, Inc. Responsible for creative concepts and copy while working closely with clients, art directors, account executives and other shareholders to ensure campaign goals are met.

Kinetic Results/Dexterity Media – Dallas, TX (www.dexteritymedia.com)
Co-founder, Creative Director 2005 – December, 2007

Lead writer and creative liaison for search, interactive and social media firm. Responsible for branding and writing for company and clients from inception through present. Duties include writing of press releases, website content, proposals and letters, magazine ad conception and layout, video and podcast conception and production.

Zunch Communications – Dallas, TX (www.zunch.com)
Co-founder, EVP of Creative 1999 - 2005

Chief writer and creative liaison for industry leading search and online ad agency. Please see website for samples and client list. Responsible for overall branding and writing for company from inception through 2005, to include tradeshow booth design, product development, press releases, website content, magazine and billboard ad conception and layout, and numerous other duties as needed.

Global Travel International – Maitland, FL (www.globaltravel.com)
Senior Copywriter 2002 - 2004

Lead writer and creative concept developer responsible for communication to 35,000 members through email, fax and web. Writing, editing and design of manuals, collateral materials and press releases.

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Young & Company Advertising (Member, AAAA) - Springfield, MO
Copywriter, Broadcast Producer, Proofreader 1999 - 2001

Writer for regional ad agency specializing in television, print, long-form corporate training videos and business-to-business collateral materials. Also excelled at headlines, one liners and marketing plans. Ability to work under the gun and with minimal supervision, often one-on-one with client.

KYTV(NBC) - Springfield, MO (www.ky3.com)
Writer, Producer, Staff Announcer 1996 - 1999

The “go to guy” for the area’s dominant network affiliate, specializing in commercials, corporate video, PSA and documentary. Wrote and produced a statewide high-school anti-drinking video entitled “Every Fifteen Minutes,” which took top honors in two categories in State competition. Also wrote and published company newsletter and parent corporation articles.

KADI - Springfield, MO (www.kadi.com)
Talent, Writer, Producer 1993 - 2001

Host of afternoon drive show. Writer and producer preferred by sales staff. Performed all duties relative to the operation of a commercial broadcast radio station, including EAS, severe weather procedures and transmitter readings.



Acknowledgments

Missouri Broadcasters Awards 1998 First Place – Documentary
Missouri Broadcasters Awards 1998 First Place - PSA
Missouri Broadcasters Awards 1998 First Place – Commercial
Numerous Addy Awards
Vice President – 1999, Springfield Advertising Association (AAF)



What I Like to Do On The Side

Regular Contributor to iMedia Connection (www.imediaconnection.com)

Author of advertising blog “Where’s My Jetpack?” (www.wheresmyjetpack.blogspot.com)
(Currently averaging 200 unique visitors per day.)

Founder of Radio Free Babylon, LLC (www.radiofreebabylon.com)