

Colin Campbell

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Webmaster

Saratoga Walk-In Clinic

Saratoga, CA 2009-present
saratogawic.com

Fechtman Photography

Santa Barbara, CA 2011-present
henry-fechtman.com

Zircon Corporation

Campbell, CA
zircon.com 1999-2007
Responsible for all aspects of a 300-page site for the world's largest manufacturer of stud sensors, including design, text, graphics, photography. Wrote the original site in raw HTML, then later moved it to Dreamweaver.

Freelance Creative Consultant

Santa Barbara, CA

1979-1994

As freelance writer/creative director, I researched, planned, laid out, art directed, and wrote print ads, brochures, catalogs, direct mail, and product manuals for a wide variety of clients, including:

Abex Aerospace
American Cancer Society
Brooks Institute of Photography
Cox-Uphoff Silicone
Dimetrics Robotic Welding Division
Eikon Thin Film Hard Disks
Interlink Electronics
Invest West Property Management
Renco Optical Encoders
Santa Barbara Anxiety & Panic Disorders Clinic
Santa Barbara Bank & Trust
Santa Barbara Zoo
Seymour Duncan Electric Guitar Pickups
University of California at Santa Barbara
Computer & Electrical Engineering Department
University of California at Santa Barbara
Alumni Association
The Woodward Company

Content creation for the Web

- Part time
- Full time
- Contract
- Freelance

Copywriting

Graphic production

Photo editing

Graphics and typography skills

Content Writer

Advanced Retirement Solutions

San Jose, CA 2015
<http://www.arsadvisor.com>
Brochure and web site for a retirement plan advisor.

Silicon Valley Chest & Sleep Medicine

Mountain View, CA 2015
www.svchestsleep.com
Brochure and web site for a pulmonary physician.

Action Corporation

Palo Alto, CA 2014
www.action.com
White papers for Big Data analytics

MediPharm Laboratories

Miami, FL 2011
medipharmlaboratories.com
Wrote 14-page site for pharmaceutical chromatographic analysis company.

Wal-Mart.com

Brisbane, CA 2004-2008
Completed 16 seasonal contracts for copywriting including holiday SEO insertion and revamping the Wal-Mart Photo Gifts section.

Stub-Hub.com

San Francisco, CA 2007
Blurbs for sporting events

Graphic Production

SF Bay Area 1994-2000
I moved to the Bay Area in 1994 and worked in Quark/Photoshop/Illustrator/Powerpoint creating ads, brochures, presentations, and packaging as a contractor through Aquent, nee MacTemps, for many companies, including:

Addison-Wesley
American Institutes for Research
DNAX Research
Ernst & Young
Finnegan Corporation
The Haggin Group
KPMG Peat Marwick
Macromedia
The San Jose Business Journal
VLSI Technologies

- Expert copywriter with an eye for graphics and typography.
- Able to create clear plain text for Web and for collateral, brochures, ads, white papers, flyers, and product descriptions.
- Strong science & technology vocabulary

Macintosh

Longtime Apple customer and early adopter. Today I have a Mac Pro and a MacBook Pro. I'm skilled at:

Photoshop
Dreamweaver
InDesign
Microsoft Office
WordPress
OS X
HTML
CSS

Senior Copywriter

BBDO Detroit, MI 1978-1979
Wrote magazine, brochure, newspaper, TV, radio, for Dodge, Dodge Truck, Chrysler Corporate

Magazine Editor and Writer

Santa Barbara Magazine
Santa Barbara, CA, 1975-1983
Lip Think On-line Magazine, 1989-2001
Savings & Loan ALERT Newsletter
Santa Barbara, CA, 1983-1984

Professional Awards

American Institute of the Graphic Arts
Los Angeles Art Director's Club
Western Art Director's Club
Direct Marketing Association
Art Center College of Design
Art Director's Club of Detroit
Santa Barbara Ad Club
Ventura Ad Club
Sacramento Ad Club
Detroit Ad Club
My work has been selected to appear in these graphics-industry publications:
Art Direction
Creativity Annual
Communication Arts
Print
Graphis