

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