

**Rick Ziegler**  
Sr. Copywriter / Interactive

**email:**  
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**portfolio:**  
www.rickziegler.com

I develop innovative interactive advertising for a wide range of clients from online services and entertainment properties to large global companies. The teams I have worked with have created successful, award-winning integrated campaigns across many mediums including online, print and broadcast.

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## WORK EXPERIENCE

**The Kern Organization** | Freelance Copywriter | 2008-Current  
*Six Flags, Sprint, DirecTV, Alamo, SAP, VeriSign, Dice*  
Online and direct advertising campaigns and collateral

**BLT & Associates** | Freelance Copywriter | 2002-Current  
*ABC Television, HBO, Paramount Pictures, New Line and more*  
Online advertising campaigns, print campaigns and collateral

**j2 Global** | Sr. Copywriter, Sr. Manager Creative | 2002-2008  
*eFax, eVoice, Onebox, Electric Mail, M4 Internet, jConnect*

Team leader of interactive group which produces online advertising campaigns, websites, email programs and radio for B2B and consumer brands

**Publicis** | Freelance Copywriter | 2007-Current  
Online advertising campaigns

**DDB Worldwide** | Freelance Copywriter | 1997-1998  
*Pitney Bowes, Verizon*  
Online advertising campaigns, microsites, websites

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## BRANDS

Alamo	VeriSign	New Line Cinema
DirecTV	eFax	BMW
Sprint	HBO	SAP
Six Flags	ABC TV	Pitney Bowes
Dice	Paramount	Verizon

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## EDUCATION

Cal Poly San Luis Obispo, BA Communications 1990  
Imperial College of Design, London England 1988

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## PROFESSIONAL REFERENCES

**Katie Rogin** | Interactive Director, Publicis NY | krogin@gmail.com  
212.463.4050

**Ken Ford** | VP Marketing, j2 Global | ken.ford@j2global.com  
323-860-9200

**Stuart Baur** | Sr. Copywriter, BLT & Assoc. | stuart@bltomato.com  
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