

## **JAMES S. MELZER – Advertising Resume**

17812 W. Traditions Lane  
Surprise, AZ 85374  
952-200-1082  
[jmelzer@comcast.net](mailto:jmelzer@comcast.net)

### **SUMMARY**

Intuitive, efficient, productive and talented. A very experienced marketing communications professional with strategic and creative brand-building skills. And a talented advertising, technical and public relations writer.

### **CORE COMPETENCIES & ACCOMPLISHMENTS**

- As a freelance advertising professional I have successfully pitched and contracted my own clients with combined budgets of more than \$400,000. Work includes account management, strategic planning, communications planning and creative execution in all forms of media.
- At Miller Meester Advertising I managed four creative teams and was responsible for creative efforts on \$23 million in business. The job included a heavy emphasis on strategy, client contact, coaching and new business.
- At Morgan & Myers Marketing Communications I was responsible for ten direct reports, re-defined the agency creative input process, developed a new agency position and branding materials and was part of the executive management team.
- At other top communications agencies I have written creative briefs and communications plans and conceptualized and written print, television, radio, direct mail, web and collateral advertising. I have extensive agency, business to business and channel marketing experience.
- As a company advertising and public relations manager I've done media relations, edited a magazine, planned events, produced sales meetings, written speeches and worked efficiently and effectively with outside vendors including advertising and public relations agencies, market research firms, database companies, photographers and printers.

### **Freelance Creative Director/Copywriter**

The Lacek Group/Pioneer Hi-Bred, Dupont; DKY/Cargill;  
Martin Williams/Syngenta; Clarity Coverdale Fury/Purina Feeds;  
Colle + McVoy/CHS, Case I-H, Pfizer Swine Health;  
Brown + Associates/Pfizer Equine Health; Paulsen Marketing/Kubota Tractors,  
Alltech Biotechnology; Wyffels Hybrids; Destron Fearing Animal Identification;  
Nutrena Feeds; Lakes and Plains Regional Carpenters Union.

### **Group Creative Director, Miller Meester Advertising**

BASF Crop Protection, Clearfield Seeds, Polaris Professional Equipment.

### **Creative Director, Morgan & Myers**

California Raisin Marketing Board, General Mills, Pillsbury, Case IH, Rohm and Haas, 3M, Pharmacia Animal Health.

### **Senior Copywriter, Vice President, Colle McVoy**

Pfizer Animal Health, DeKalb Plant Genetics, Asgrow Seeds, Cenex/Harvest States, Land O'Lakes Animal Nutrition, Syngenta Crop Protection, St. Croix Casino, Twin Cities Marathon.

### **EDUCATION**

University of Minnesota, B.S. in advertising and agriculture.  
Classes in interior design at Dakota County Technical College.  
Instructor at Dakota County Technical College.

### **AWARDS**

The Show, National Agri-Marketing Association, The Advertising Federation

### **INTERESTS**

Architecture, Antiques, Acting, Singing, Fitness