

Resume

**Andrew Tonkin**

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Summary

*Self-motivated senior creative committed to exploring the boundaries of professional and personal communications, with outstanding skills in the writing, crafting, and strategic development of premium creative solutions.*

- Senior experience as associate creative director/senior copywriter in Los Angeles, San Francisco, and New York for major global clients including BMW, Apple, and Sun, and for studios including Universal, Disney, Warner Bros, and Fox.
- Versatile and highly adaptable creative skills based on broad experience in a wide range of product categories delivery formats including print, television, radio, out-of-home, web, retail, and direct mail.
- Strong strategic planning ability honed as partner and sole proprietor of profitable Bay Area advertising consultancy from 1996 to 2003.
- "Micro/macro" capability to consider minute creative details in light of greater marketplace trends and issues.
- Ability to think visually and provide designer/art director collaborators with graphic as well as verbal solutions to project challenges.

2005—2007

**Entertainment Copywriter- Los Angeles**

Assisted leading Hollywood key art design agencies in creating breakthrough messaging for a wide variety of theatrical and home-entertainment releases. Developed line (“On the streets of Tokyo, speed needs no translation”) chosen by Universal to open The Fast and the Furious: Tokyo Drift.

- Copy projects for Disney, Universal, Warner Bros., Fox, Sony, Paramount, and New Line
- Appropriate tone of voice for comedy, drama, horror, indie, thriller, sci-fi, etc.
- Proven ability to create communications for cable and broadcast television
- Extensive retail background enhances home-entertainment and gaming copy

2003—2006

**Senior Copywriter - Apple Computer, Cupertino**

Developed launch, retail, and consumer communications strategies for company's highly regarded computer, software, and digital lifestyle projects. Created key messaging selected by Steve Jobs to accompany product launches at Paris keynote speech. Developed iTunes Music Store for Windows headlines used at launch press event and on upsell card included in 400,000 iPod packages. Created rallying cry for European launch of iTunes Music Store (“The biggest story in music is about to get even bigger”) picked up by European broadcast media.

- Leadership in assessing strategic opportunities and challenges
- Demonstrable grasp of brand's unique relationship to consumers
- Mastery of conversational yet clear corporate tone of voice
- Experience in creating retail communication both for brand's own stores and channel outlets

1996—2003

**Creative Consultant - San Francisco**

Supported over half of San Francisco's advertising agencies with outsourced, forward-thinking planning and execution. Created marketing campaigns responsible for numerous agency new-business wins, including Handspring Visor, Grey Goose Vodka, Wind River Systems, and AT&T Broadband.

- Creative, breakthrough direct-mail promotion and marketing
- Maximum productivity within minimal time frame
- Creation of valid, illuminating strategic direction
- Presentation of wide range of initial options to ensure forward momentum of project

## Professional History

1994—1996

### **Associate Creative Director - Hyett, Broadbent & Heimbrott, San Francisco**

Steered creative department of DDB Needham spinoff to achieve major groundswell with limited resources. Successfully launched new sports franchise by achieving client mandate to sell out the opening game. Licensed oldies by Foghat, Bachman Turner Overdrive, and Nazareth to mine boomer nostalgia ("The Music Brings It Back") in TV campaign for 70s oldies station Big 98 FM.

1991—1994

### **Senior Copywriter - J. Walter Thompson, San Francisco**

Helped Sprint Telecommunications compete in "long-distance wars" with breakthrough tactical communications. Increased call volume 300% for Sun's Java offering with Dick-and-Jane print campaign and accompanying "read-along" radio executions. Solidified Holiday Scratchers sales with "naughty snowman" persona in California State Lottery TV campaign.

1989—1991

### **Copywriter - Ammirati Puris Lintas, New York**

Supported agency's worldwide branding of BMW Automobiles ("The Ultimate Driving Machine" ) with equally dynamic retail and dealer messaging ("The Ultimate Driven Machine"). Appealed to ethnically mixed Hennessy Cognac audience with posters based on Reid Miles' Blue Note jazz sleeves. Created innocent-abroad spec print and TV campaign featuring Chris Elliot for Club Med.

1987—1989

### **Copywriter - Ketchum, Los Angeles**

Launched new Acura models in James Coburn TV and radio spots. Updated image of Mexican restaurant chain with Baja surfer spokesperson in Nigel Dick-directed TV campaign.

Education

### **San Francisco State University**

Broadcast Communication Arts - Bachelor's Degree

### **Copy samples available for download**

[www.wordsandrewtonkin.com](http://www.wordsandrewtonkin.com)

*Resume design by Timon Harrison*