

Kevin Cobb

1047 Mississippi Street #2
San Francisco, CA 94107
(415) 648-3814
k_cobb@hotmail.com

Traditional and Interactive Communications:

Various Clients

Freelance Copywriter/ Consultant

December 2003 to present

Worked with FileMaker to create the majority of the marketing collateral for the release of Filemaker Pro 7. Consulted with Oracle to explore themes and messaging for its upcoming Oracle OpenWorld conference. Helped the Grey Global Group's interactive division create a user guide for a new software tool built for Wells Fargo's marketing department. Created direct mail, direct email and Web copy for credit-card issuers Providian and MBNA.

Autodesk Inc., San Rafael, CA

Senior Marketing Writer

2002 to 2003

Responsible for corporate-level collateral material within the Worldwide Marketing department of the world's sixth-largest PC software developer. Wrote the PowerPoint version of the company's corporate overview, as well as PowerPoints for the company's executive staff. Responsible for all content development and content management for Autodesk's annual conference for resellers and internal sales. Developed event theme and key messages plus main stage presentations for Autodesk's annual user conference. Wrote additional high-level content for the company, including advertising, brochures, and web site copy. Received Autodesk's "Worldwide Marketing Excellence" Award for content work associated with the launch of the revised version of Autodesk.com.

Pearson Branded, Campbell, CA

Senior Copywriter

2002

Wrote and edited a series of presentations and documents to help explain the organizational structure and tactical plans for the "new HP" after the merger with Compaq. Created a series of email campaigns for HP's management software division. Created a number of collateral pieces, including a primer for HP's Secure Web offering and a playbook for use by the HP sales team.

Kozmo.com, New York, NY

VP, Director of Content

2000 to 2001

Managed the eight members of the Content department and supervised all writing and editing for this Internet retail site. Created strategy for implementing third-party content, and structured content agreements with C/NET and Entertainment Weekly online. Oversaw the restructuring of the DVD and VHS gateways to enhance usability. Worked

with the Marketing department to enhance offline communications such as catalogs and advertising. Wrote and edited instructional copy and features for the site.

Digitas, San Francisco, CA

Senior New Media Editor

1999 to 2000

Acted as lead content strategist for the redesign and deployment of the Xerox Corporation's revised web site. Oversaw a team of content editors in creating an assessment of Xerox's current site content, and developed a comprehensive plan for improving the site's marketing and e-commerce strategy. Created content and marketing strategy for Dell Computer's Gigabuy's online store. Created both content strategy and content for Dell's marketing site for the release of Microsoft Windows 2000. Directed other writers on various projects for Dell. Conceived and wrote dozens of banner advertisements for various clients within Dell. Created both content strategy and content for Charles Schwab's "PocketBroker" Wireless Trading e-commerce web site.

Various Clients

Freelance Copywriter/Web Consultant

1999

Projects included writing the 1998 Annual Report for MasterCard International; creating and editing content for Seagate Software's new Web presence; creating a banner ad campaign and contest jump page for Sega's new Dreamcast gaming platform; and producing and strategizing a co-branded Web site for PeopleSoft and IBM.

Silicon Graphics, Mountain View, CA

Lead Editor & Copywriter

1998

Created marketing and instructional copy for a Web site promoting and selling Silicon Graphics' new line of Visual Workstations. Worked with producers to define information hierarchy and content strategy, and directed other writers and editors.

Studio Archetype, San Francisco, CA

Content Strategist

1997 to 1998

Conceived the content plan for a major redesign of the three sites that comprise PeopleSoft's public Web environment. Created content strategy and copy for United Parcel Service's Web site; created copy for IBM's e-commerce intranet and an accompanying brochure. Created content for other clients including E-Trade, 3Com, and NRG Public Relations.

Frankfurt Balkind, New York, NY

Editorial Director, Copywriter

1995 to 1997

Created corporate advertising campaign for NCR Corporation. Created multimedia exhibition and corporate video for MasterCard International. Wrote both the printed and Web versions of the 1996 Annual Reports for MasterCard and NCR. Conceived and wrote promotional videos for Seagate Technology and ABC/Cap Cities Multimedia Division. Wrote marketing pages for DBC Broadcasting's MarketWatch and Gartner Group's @vantage Web sites. Wrote 1995 Annual Report for Novell. Wrote marketing

materials and created advertising campaign for WebMate Technologies. Created assorted media for Pacific Bell, General Motors, Sony, and the J. Paul Getty Museum.

Books:

Men's Fitness Magazine's Complete Guide to Health and Well-Being
HarperCollins, New York, NY. **1996**

A 400-page book published under the imprimatur of Men's Fitness Magazine.
"Immensely informative and insightful...deserves a place in every man's library. This is a standard-setting title." (Publisher's Weekly)

The American Health Food Book (Contributing Writer).
New American Library, New York, NY. **1992**

Us and Them, or Why America Is Like England, Why England Is Like America, and How They Got That Way. *Taylor Publishing, Dallas, TX.* **1988**

Magazine Writing:

Contributed over 100 articles to major national magazines. Publications include American Photo, Food & Wine, Men's Journal, Newsweek, Psychology Today, Spy, and Travel & Leisure.

Pro Bono Work:

Taproot Foundation, San Francisco, CA
Web Content Lead **2002**

Developed the information architecture, content strategy, and Web copy on a pro bono basis for Oakland's Marcus A. Foster Education Institute (www.mafei.org). MAFEI was the recipient of a grant from the Taproot Foundation, to which I donate my time.

Education:

Kenyon College, Bachelor of Arts in English.

Yale University, Creative writing seminars with David Milch; film studies with Annette Insdorf.