

# David Burn

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## Qualifications Summary

I'm a Content Machine working at the nexus of advertising, journalism and entertainment. On behalf of blue chip consumer and b2b brands, I organize, lead and inspire teams of content creators skilled in shaping customer-centric online experiences.

## Core Skills

• Copywriting • Creative Direction • Content Development • Brand Planning • Social Media Activation • Hiring & Managing • Presenting • Consensus Building

## Recent Career Highlights

As Content Director for BFG Communications—a top 100 marketing services firm—I was responsible for creating community-based, lifestyle-driven media products for the agency's large packaged goods clients. Some of what I accomplished at BFG:

- Successfully launched a new department and profit center at the agency
- Assembled a crack team of Content Managers
- Built a nationwide freelance network of 100+ writers, photographers and videographers
- Published hundreds of lifestyle articles, videos, podcasts and photo galleries to support the Camel brand
- Established BFG's Extranet that helps tie together 700+ people in 48 offices nationwide
- Introduced social media to the agency with a trend spotting blog, Flickr page, MySpace page and YouTube page
- Won a sizable chunk of new business from the Camel brand, moving our scope of work from event coverage to all of the brand's websites

## Employment History 1997-present

**Content Director**, BFG Communications, Hilton Head Island, SC  
**Senior Copywriter**, BFG Communications, Hilton Head Island, SC

**Copywriter**, The Integer Group, Denver, CO  
**Senior Copywriter**, Bozell Worldwide, Omaha, NE  
**Copywriter**, The Integer Group, Denver, CO  
**Copywriter**, Blain Olsen White Gurr, Salt Lake City, UT

### Self-Employment

**Editor**, AdPulp.com, Portland, OR  
Freelance Copywriter/Creative Director, Portland, OR

### Clients Served

• Columbia Sportswear • Creighton University • Air New Zealand • Keen Footwear • Steak n' Shake • Camel • Baileys • Captain Morgan • Smirnoff • T.G.I. Friday's • Warner Brothers • United Airlines • Hewlett-Packard • Coors Brewing Co. • Bristol Meyers Squibb • Pier 1 • MidAmerican Energy • First National Bank • Vise Grip • Mutual of Omaha • Good Times Burgers • Farmer John Meats • Jackson Hole Ski Area • Qwest • Bollé • Colorado Lottery • NAPA Auto Parts • McDonald's • Hill's Science Diet • Samsonite • Muzak • Novell • Sundance Resort

### Education

Franklin & Marshall College, Lancaster, PA  
**BA in English, minor in American history**  
Reporter, Asst. News Editor and News Editor, *The College Reporter*

Graduate courses in English taken at University of Chicago and University of Nebraska Omaha

### Awards

• Salt Lake City Addy • Omaha Addy • Judge - Orlando Addys

### Professional Memberships

Portland Ad Fed  
Society of Business Editors and Writers

### Speaking Engagements

Meet the Pros, Omaha, NE

The Beancast

**Press Mentions**

• Omaha World Herald • Wall Street Journal • Chicago Sun Times • Media Magazine • Inc. • Adweek • Savannah Morning News • Smart Computing