

STEPHEN BROCKELMAN

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Stephen@Brockelman.Com - Online portfolio & resume: www.Brockelman.Com

Informed, intuitive marketing professional with proven, multi-disciplinary skills. Strong communicator and accomplished Copywriter with a comprehensive understanding of Web Development, Social Media, and Multi-media Production. An astute business-builder ready to contribute goal-driven, result-oriented concepts and planning.

EXPERIENCE



Creative Director, Sr. Writer
Brockelman.Com - Baltimore's Copywriter
1994 - Current | Baltimore

Organized Brockelman.Com as a subsidiary of Windsor Communications Co. to develop Internet commerce solutions, marketing platforms, creative resources and services. Acquired Windsor Communications Co. in 1999 and moved all work under the Brockelman.Com banner.

Support a strong and diverse client base of authors, educators, retailers, technology firms, governmental agencies, entertainment companies, and not-for-profit organizations. Recent highlights:

- Worked on-site with NASA's Jet Propulsion Laboratory to write and establish a new branding program for Technology Transfer
- Author's Editor for 3 books including the best-seller, *Electronic Resumes & Online Networking*
- For 3 years, wrote marketing materials for Historic Charles Street Association & *Masquerade on Charles*, pro-bono
- Created a complete identity program and marketing package, including website and digital

catalogs for Furst Bros., one of Baltimore's oldest family-owned and operated companies

- Became copywriter for MECU's 2009 Annual Report entirely through use of Social Media
- Became the "go-to" copywriter for Engine Performance Marketing Agency, work on many accounts including Marriott International, RWD Technologies, SuiteLinq, Southern Management, RSM McGladrey, and Experience Corps
- For over 6 years, wrote all marketing material and PR for Galleria di Sorrento, the highest grossing art gallery in the Forum Shops at Caesar's Palace, Las Vegas
- Began freelancing full-time in 2000

Have an extensive background in presentation, training and business coaching coupled with a practical understanding of delivery methods including internal communications, media relations, and social media.

Creative Director, Sr. Copywriter
Windsor Communications Co.
1982 - 1994 | Baltimore & Las Vegas

Joined agency at start-up as creative director to write, design, present and produce advertising, marketing and promotional campaigns. Developed broadcast, print and corporate ID packages. Created marketing plans for traditional retailers, mail-order only, and professionals and service organizations. Highlights:

- Wrote script for Desi Arnaz and directed his last television appearance, 30th Anniversary Album - *I Love Lucy*
- Produced exceptional results for entertainment companies including NBC Radio, ABC

Television, 20th Century-Fox and various Norman Lear companies

- And, for technology companies including Unitel Video, Vidtronics, Technicolor, Rank-Cintel, Complete Post, and Marks & Marks. For QPT Editorial wrote a 1,200-word ad that generated over 3,000 reprint requests
- Specialized in maintaining continuity and integrity of clients' image and brand in all media, event planning, promotions, conventions and collateral
- Contributed heavily to organizational business development and profitability. Constructed a computer database for creative services
- In 1993, established Windsor Communications' initial Internet presence
- Established a firm-bid basis for creative and production work resulting in a 11% savings and creating a superior platform for Windsor's fiscal budgeting, projections, and contract negotiations
- Wrote and initiated Windsor's first CRM guideline program

PRIOR EXPERIENCE

Director. Advertising. Promotion & Events

Tandem Productions & TAT Communications
Company Hollywood, CA

Headed one of the largest, in-house advertising agencies in the Television Industry

Partner. Creative Director

Associates & Brock
San Francisco, CA

Created an in-house advertising agency for up-market retailer, John Simmons, Inc. to support the company-owned stores and the 47 franchisees.

Manager. Sales Promotion & Special Events

Technicolor - Gold Key Entertainment Division
Los Angeles, CA

ASSOCIATIONS & MEMBERSHIPS

- Academy of Marketing Science, Fellow, College of Business, Louisiana Tech University
- Baltimore Heritage
- Baltimore Architecture Foundation
- Academy of Interactive Arts & Sciences
- Screen Actors Guild
- AFTRA*
- Directors Guild of America*
- National Association of Television Program Executives*
- Academy of Television Arts and Sciences, EMMY Awards Blue Ribbon Panel*

*No longer an active member

SUPPORTING SKILLS

Windows and Mac. MS Office 2007. Adobe Photoshop CS2 and Lightroom. Adobe PDF Pro v9. DVD and CD authoring, creation, and publishing. Analog & digital audio and video production, post-production with multiple edit suites. Highly accomplished photographer with professional-level knowledge of digital and film systems.

EDUCATION

New York Academy of Theatrical Arts, Four-year degree

Attended:

Wichita State University on scholarship, Vice-president of freshman class, and member of Beta Theta Pi. New York University, Marketing & Advertising studies

Continue to be self and mentor-taught via online and traditional educational venues.