

greg coyle

## Objective

To create. To push boundaries. To pursue quality. To laugh. To learn. To become a better writer. And to do it with people, and in an organization, I respect.

## Qualifications

Able to creatively transform raw ideas into compelling writing  
Enthusiastic collaborator and innovative problem solver

## Education

M.A., English (5/96); 3.88 G.P.A.  
Portland State University, Portland, Oregon  
Full-tuition Laurels Scholarship  
Winner of the Portland State University Fiction Award, 1996  
B.A., English and Political Science (5/88)  
University of Puget Sound, Tacoma, Washington

## Relevant Experience

### Self-Employed

Copywriter/Editor (7/03 to present)

- Synthesize communication need of client into incisive, targeted copy strategy
- Draft ads, web site copy, collateral material, video scripts, newsletters, etc.
- Recent clients include Hollywood Video, nonbox advertising, and Vallarta Adventure.

### FLIR Systems, Inc., Portland, Oregon

Marketing Communications Editor (3/02 to 7/03)

- Collaborated with senior management to draft marketing strategy for FLIR products
- Wrote all public and internal corporate and product-related materials, including ads, brochures, product datasheets, Web site content, press releases and video scripts
- Established, managed and created all content for bimonthly company newsletter
- Managed the development, design and eventual launch of FLIR's new corporate web site

### KVO Public Relations, Portland, Oregon

Copywriter (8/99 to 8/01); Editor (4/97 to 8/99)

- Strategized with client and account executive to develop concept for project
- Conducted exhaustive research to determine tone and focus of written piece
- Distilled client story into contributed articles, op/ed pieces, Web site copy, fact sheets, annual reports, newsletters, case studies
- Edited all advertising and public relations copy

## Experience of Interest

- Lived in and worked from Mexico from 7/03 to 9/04.
- Helped plan, manage and produce a charity event for Start Making a Reader Today (SMART), a volunteer reader program for Oregon elementary schools
- Writer, editor and member of advisory board for anvil-media.com.
- Honored for writing excellence by the Oregon Columbia chapter of the International Association of Business Communicators, 2001