

Objective

To create. To push boundaries. To pursue quality. To laugh. To learn. To become a better storyteller. 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)

Portland State University, Portland, Oregon

B.A. (with honors), English and Political Science (5/88)

University of Puget Sound, Tacoma, Washington

Relevant experience

Creative Media Development (CMD), Portland, Oregon

Associate creative director (03/21 to 04/23)

- Collaborated with client and CMD strategy and creative teams to conceive distinctive project plans that deliver on the brief
- Led creative projects with the goal to always pursue novel solutions that stood out
- Clients included JELD-WEN Inc., Builders FirstSource, Mutual of Enumclaw, and Habitat for Humanity

Senior writer (9/09 to 3/21)

- Worked with senior strategy teams to develop targeted messaging plan
- Conceptualized and created written communications for a range of media, including web, digital, print, events, video, social, and radio
- Clients included Intel, NW Natural, Hewlett-Packard, CenturyLink

Coyle | Jones Creative, Portland, Oregon

Founder/Copywriter (7/03 to 09/09)

- Synthesized communication needs of client into incisive, targeted copy strategy
- Drafted web copy, ads, collateral, newsletters, blogs, contributed articles
- Clients included Portland General Electric, Norm Thompson, Edelman PR, nonbox advertising, Tillamook County Creamery Assoc., Grass Valley, Planar, Bowflex

FLIR Systems, Inc., Portland, Oregon

Senior marketing communications copywriter (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, website content, press releases, and video scripts
- Managed the development, design and eventual launch of FLIR's new corporate website

Other experience of interest

- Blended travel, volunteering, and writing in Ghana, Cambodia, India, and Zimbabwe
- Published two books: [*Muerto Vallarta*](#) and [*Joe's Hair That Talk's \[sic\]: The Vibrant Sign Culture of Ghana*](#)

greg coyle