



## Debra Wolf

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MANAGER MULTI-TASKER COMMUNICATOR MENTOR

Creative, energetic, results-oriented professional with a positive approach to problem-solving, motivating others and achieving goals.

### Experience

#### **ASSOC. CREATIVE DIRECTOR/COPY - LINCOLN TECH; WEST ORANGE, NJ 2017-PRESENT**

Research and write industry specific blog posts. Create campaigns for over 20 campuses - DM, Emails, Radio, Brochures, Flyers, and Social Media.

#### **ASSOC. CREATIVE DIRECTOR/COPY - FORT GROUP, INC; RIDGEFIELD PARK, NJ 2010-2017**

Research industry innovations and trends for B2B Quarterly Newsletters. Create campaigns for regional dealers - DM, Emails, Landing Pages, Banners and Websites. Write and supervise production of TV and Radio spots - casting, music selection and editing.

**Account:** Marvin Windows and Doors.

#### **ASSOC. CREATIVE DIRECTOR/COPY - G & M ADVERTISING; SHORT HILLS, NJ 1997-2010**

Hired and managed Art Directors and Copywriters. Participated in brand-building and brand equity sessions. Responded to RFPs and pitched new business. Name generation. Crafted targeted, synergistic messaging for a variety of clients.

**Accounts:** Benjamin Moore, CentraState Health System, Union Center National Bank, Fujitsu, Hunter Douglas, Samsung, ShopRite, Chevrolet Dealer Assoc., Applewood Estates, Hartz, Lawyers.com, Carrier Clinic, Lincoln Tech, Atlantic Health Systems, Toshiba, Leviton

#### **SENIOR COPYWRITER - BOZELL, INC; NEW YORK, NY**

Created and supervised production of 20-25 TV spots per year - casting, wardrobe, music selection, editing.

**Account:** Tyco Toys

#### **COPYWRITER - BBDO; NEW YORK, NY**

Assisted senior level creatives by writing copy for a variety of clients.

**Accounts:** Pepsi, General Electric, Quaker Oats, Dodge

**Freelance Accounts:** County College of Morris, US Green Building Council NJ, Zip-Pak, Heroes to Heroes, Thompson's Water Seal, Evonik Industries, Rider Insurance, Lee Health, BMW Motorcycles, NeoStrata, Guardian Dental, Reading Health, NY Fair Housing

URL [dwolfportfolio.com](http://dwolfportfolio.com)

Education BA, Montclair State University