

GEORGE WILLIAM (G.W.) WINBORN

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STRENGTHS & SKILLS

Writer: Capture the voices of everyone from sophisticated engineering academicians to earth friendly mom-and-pop retailers. Execute all types of online campaigns, including e-newsletters, emails, landing pages, social media, site builds and ongoing web content. Work with art director and programmers to ensure content strategy maximizes the users' experience.

Conceptual Thinker: Whiz-bang concepthor, proposal generator, information architect.

Creative Director & Strategist: Left-brain logic paired with right-brain creativity inspires company leaders to take their brand to bold new places.

WORK EXPERIENCE

Winborn & Company

Portland, Oregon (2010-Present)

Founding Writer, Strategist & Creative Director. Combine years of copywriting expertise and marketing delivery with brand discovery process to help business leaders reveal the essence of their business' core tenets; devise a plan to achieve their business goals; then create the marketing efforts that generate trust (and sales) between the brand and its social network and real-world communities.

Boy Meets Word

Portland, Oregon (2005 - 2010)

Founding Writer and Creative Director. Helped clients establish (or re-brand) the look/feel and voice of their company through website builds, redesigns, online and social media marketing efforts, research and case studies. Clients included: Hammer + Hand, Inc.; Greenline Fine Woodworking; Greenz Restaurants; Green Living; TeamLogic IT; Sun Microsystems; IBM; HP; SMU School of Engineering; SBC/AT&T Communications; Hilton Hotels and Resorts; Hyatt Hotels and Resorts; DIRECTV; Mitsubishi Motors; Brinker International.

Javelin Direct/Rapp Collins Worldwide

Irving, TX (2000-2005)

Senior Copywriter. Established the voice of AT&T's online Permission Marketing program. Concepted and wrote microsites, landing pages, banner ads, product emails, direct mail pieces, completing over 600 projects/year. Oversaw seven writers and art directors to brainstorm content, conduct online research, design, write and edit SBC interactive newsletter and emails to six million subscribers. Used backend analysis to forecast and plan editorial calendar and create new content for maximum appeal. Helped alter design and administered program based on tracked results and evolving best practices. Straight talk and solid performance garnered respect from 15 client-side executives. Experienced in tracking analysis, writing rationales, forecasting. Passionate about strategizing, examining data, conducting focus groups and trail-blazing new forms of marketing. Superb brainstormer; dynamic speaker and presenter both in person and via teleconference; expertise in gaining and maintaining an audience's attention and compliance. Named new offshoot agency, Javelin Direct. Ad for DIRECTV referenced in *New York Times*.

Concorde-New Horizons Film Corp.

Los Angeles, CA (1998-1999)

As **Director of Marketing and Publicity**, produced 30 video and DVD marketing campaigns per year working with film producer/director, Roger Corman, president of the world's largest independent film company. Created movie packaging, posters, sell-through sheets, wrote/edited trailers, cut-down films and scripts. Oversaw 15 freelancers to produce it all on time and in budget.

EDUCATION

Harvard College

Cambridge, MA (1991-1995)

A.B. in English and American Literature and Language with focus on Romantic poetry, Walt Whitman and William Butler Yeats. Additional coursework in creative writing, photography studio courses and French.

MEDIA KNOWLEDGE

WordPress

Microsoft Office Suite: Word, PowerPoint, Excel

Adobe Creative Suite: Basic Photoshop and Illustrator

Comfortable working within HTML & Flash

ONLINE PORTFOLIO

www.winbornandcompany.com

HOBBIES

Furniture designer & builder; **urban chicken** expert; founded Portland **Fermentation** Festival held at EcoTrust; self-styled, handcrafted wedding featured in **Portland Bride & Groom** and **New York Times Sunday Style section** can be viewed at www.thehandsomewedding.wordpress.com.