# BILL SYPHER/COPYWRITER

C: 516-220-8639 • E: Bill@BillSypher.com • Bsypher@Yahoo.com
www.billsypher.com

## EXPERIENCE

**Copywriter**
**Marriott Vacations Worldwide • Interval International**
**Miami, FL • 3/2008 – 11/2020**

- Lead writer and idea generator for all consumer advertising campaigns and consumer marketing materials including print, brochures, direct mail, email, web, and video production. Lead writer for all Interval membership benefits communications.
- Lead writer/idea generator for a variety of corporate marketing campaigns and collateral materials including print, brochures, direct mail, email, and event programs.
- Managing editor for the *Go IntervalWorld.com* and *Go LeisureTimePassport.com* travel newsletters.
- Contributing writer for *Interval World* magazine and the editor for the publication's membership benefits, Cruise News, and Orlando sections. Each issue of *Interval World* reaches 1.4 million members and is produced twice annually.
- Contributing researcher and writer for Interval's annual *Travel Planner* publication, a consumer-facing overview of destinations, benefits and travel products.
- In-house illustrator: Assignments ranged from supporting marketing efforts and accompanying editorial articles to creating comps and storyboards.
- Assist with art direction on all projects.

**Senior Copywriter**
*South Florida Sun-Sentinel* **• Fort Lauderdale, FL • 10/2004 – 10/2007**

- Lead writer for all *Sun-Sentinel* editorial promotions.
- Created and produced TV, radio, print, outdoor and online promotions for consumer branding efforts, editorial promotions and various partner programs.
- Marketing's editorial liaison: solely responsible for contacting various editorial departments, selecting content to promote and creating daily promotions.
- Direct designers working on promotions.

**Senior Copywriter**
*USA WEEKEND* **Magazine • New York, NY • 4/2002 – 6/2004**

- Responsibilities included conceptualizing, writing and project managing ads, brochures, proposals, presentations, sales letters, sell sheets and invitations.
- Assisted design team with art direction of all materials.
- Worked closely with sales representatives in Chicago, Detroit, Los Angeles and New York on promotional ideas and strategies pertinent to their current and potential ad client roster.

**Senior Art Director**
**Ciociola & Company Advertising • New York, NY • 3/2000 – 9/2001**

- Created print ads, brochures and direct marketing materials for clients Arm & Hammer, Booz, Allen & Hamilton and JVC. Created pro bono transit poster for HIV awareness.
- Acted as agency's storyboard artist.

**Copywriter/Art Director**
**Freelance • New York, NY • 8/1998 – 3/2000**

- Produced print, TV and outdoor advertising for clients NJ Lottery, ZDNet.com, Tropicana Atlantic City, Family Golf Centers and eBeam electronic whiteboards.

**Art Director**
**Holland Advertising • New York, NY • 4/1996 – 8/1998**

- Produced print and outdoor ads for clients Comedy Central and Aiwa Stereos.
- Created collateral materials for clients Aiwa and Red Devil Tools.
- Acted as agency's storyboard artist.

**Junior Copywriter**
**Bates USA • New York, NY • 7/1995 – 4/1996**

- Produced print, radio and TV ads for Foot Locker and Cunard Cruise Line.

## EDUCATION

- BFA School of Visual Arts, New York, NY 1995

## SKILLS

- Exceptional conceptual thinking and ability to come up with "The Big Idea."
- Accomplished illustrator, painter and cartoonist, i.e., a good pair of hands.
- Knowledge of Mac computers and related software, e.g., QuarkXPress, Photoshop, Illustrator, InDesign, Microsoft Word, Powerpoint and Excel.

## ACHIEVEMENTS

- Finalist for "best book" SVA class of '95.
- Selected as participant for showing in Art Directors Club Alternative Advertising Show and the First Annual One Show College Exhibition.
- Silver ADDY Award for Sun-Sentinel NASCAR online promotion 2006.
- American Resort Development Association (ARDA) 2011 Gold ARDY award for Best Advertising Campaign, Interval International "Happiness in Traveling."

*Creative book and references furnished upon request.*