



zag
STUDIOS

Kimberley Freeman

Zag Studios

Freelance 1999 - present

- The Search Guru – SEO writing for Brookstone and MPStar Financial
- Lucida Healthcare – created website and landing pages and print ads
- Advisory Board – manager & editor for financial newsletter
- IBM – copy consultant for networking client collateral
- Equant – created copy and ad materials for private network
- Zagstudios – website creation and content management

Brain Surgery

Atlanta 1996 - 1999

- BMW Atlanta – wrote and produced local television
- Honda Carland – copy for local television campaign
- Nortel Networks – national sales materials

Pollak Levitt Chaiet

Atlanta 1994 - 1995

- DeKalb Medical Center – supervisor for radio campaign
- Kimberly-Clark - collateral for hospital supplies
- Orchestra Atlanta - local newspaper ads and radio spots
- Pamprin/Premysyn - conceived, tested and produced national TV

DMB&B (D'Arcy, Masius, Benton & Bowles)

New York City 1992 - 1994

- Burger King – wrote and managed national radio and TV campaign
- Club Med – managed employees for PR campaign
- The Talbott Hotel – agency pitch for print ad campaign
- Interview Magazine – head up media sales campaign

Margeotes, Fertitta & Weiss

New York City 1991 – 1992

- Cunard Cruise Line – copy for newspaper advertising
- Godiva Chocolatier - concepts for new campaign
- New York Newsday – wrote and managed radio campaign
- Saks Fifth Avenue – copy & concepts for print campaign

Education

- Portfolio Center - AA degree in Advertising, 1991
- Emory University – BA degree in English/Psychology, 1986