



Writer.

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FREELANCE

8/95 to present

DDB Needham
Leo Burnett
FCB
BBDO
Northern Trust
American Girl
Thomson Delphion
and many more

Freelance writer for numerous Chicago/regional agencies and clients, with emphasis on direct mail and online (but including a bit of everything).

I've filled in for vacationing (or laid-off) creatives on direct, catalog, online, TV and print. I've handled online projects for both agencies and marketing departments without that in-house capability, working with my own teams of designers and producers to deliver turn-key finished work. In 2004 I even gave a seminar on "Direct Response 101" to the creative department of the 11th largest U.S. agency.

Full-time onsite at DDB, 12/97-10/98, and at Rapp Collins, 1/96 to 7/97. A direct mail piece I did for MCI at Rapp set the response benchmark for the entire company in 1997, while another piece for US West at DDB drew a best-results-they-ever-got-for-that-client 13% response. **Silver, 2004 Towers; 1st place, 1997 Tempos; finalist, 1997 Caples; two 1996 Tempos.** Published book "The Encyclopedia of Movie Awards" in 1996 and promoted it on TV, radio, America Online, etc. nationwide.

FOUR POINTS

DIGITAL/ WHITTMAN- HART/ marchFIRST 2/99 to 11/2000

Senior writer and direct response guru at little interactive/Web agency (Four Points Digital) that was bought by big e-commerce company (Whittman-Hart) in November 1999, merged with giant interactive agency (US Web/CKS) in December to form new global behemoth (marchFIRST)—which crashed and burned with the dot-com market in late 2000. Everything from banners to e-commerce sites to rich media razzle dazzle. **Two Finalist awards at the 2000 London International Advertising Awards.** A talk I gave at the DM Days in Chicago drew a crowd of over 150—for the last Friday session.

LEO BURNETT

5/91-8/95

Hired as writer, promoted within year to **ACD/"Acting Creative Director."** Acted like creative director on McDonald's, creating McMoms, relationship/loyalty direct mail program, first direct mail effort ever sent out by McD's corporate. Acted like creative director on Hallmark, too, as editor-chief writer of The Very Best, relationship/loyalty program sent to over 2 million subscribers. **Won Best of Show at Chicago Tempos, 1994, six other Tempos.** In both cases, heavily involved in successful pitches to launch programs and add new billings (Hallmark direct business grew from \$2 million single project to over \$20 million, including sales promotion, catalog and spinoff programs).

DAWSON JOHNS & BLACK

3/89-5/91

ACD at DJB, later Johns & Engel, not much later out of business. **Won Addy Gold, four Merits; Clio finalist.**

BOZELL CHICAGO

5/88-3/89

Came to the big city, had five CDs in ten months, quickly left—but not before knocking off Illinois Lottery TV spot one afternoon that a year later was 1/3 of campaign that **won Best of Show at Chicago Addys and a One Show Gold.**

SULLIVAN HIGDON & SINK, WICHITA KS 6/84-5/88

Writer on everything from camping equipment to computers to medical malpractice reform public issues campaign. **Won Silver Anvil (Public Relations Society of America) and Best TV Copywriter at Wichita Addys,** for Kansas Medical Society.

EDUCATION

Official: B.S.J. in advertising, University of Kansas, 1983.
Actual: running the film society at KU, an invaluable education in media, promotion, wheeler-dealing, crisis management, people handling, etc.