

MICHAEL TOWNSEND

PROFILE

Versatile and experienced copywriter, creative director, content developer and broadcast producer

SKILLS

Expert written communication abilities – copywriting, editing, scriptwriting, online marketing, white papers and more – with minimal ramp-up time and learning curve

Diverse experience in financial, technology, healthcare, logistics and economic development communications for local, regional, national and global clients

Can make complex subject matter understandable for anyone, crafting benefit-oriented copy for websites, advertising, email marketing, trade shows, outdoor and other tactics

Web development strategy, Search Engine Optimization proficiency

Audio production, editing and sound design; video editing and video production management

ACCOMPLISHMENTS

Over 19 years, developed all copywriting and content for Perry & Banks, collaborated with clients and strategists, and managed creative direction and collaboration alongside a wide range of designers, writers, producers and on-camera/voice talent

Coined our state slogan, “Maine, The Way Life Should Be” for the Maine Dept. of Tourism in 1987

Wrote and managed production of television and radio advertising for a number of Maine Financial Institutions including Key Bank, Casco Northern Bank, Norway Savings Bank, Androscoggin Savings and The First N.A. – consistently achieving professional quality at a relatively low budget

EXPERIENCE

DIRECTOR OF CREATIVE SERVICES/SENIOR COPYWRITER, PERRY & BANKS, PORTLAND ME

SENIOR COPYWRITER, WARREN MARKETING GROUP, PORTLAND ME

PRODUCER & PROGRAMMER, WMPG, PORTLAND ME

CREATIVE DIRECTOR, LINDA LEE ADVERTISING, PORTLAND ME

COPYWRITER, THE MARKETING GROUP/LONDY SWARDLICK MACKAY, PORTLAND ME

COPYWRITER, AC&R ADVERTISING, NEW YORK NY

COPYWRITER, SOMMER ADVERTISING, ENGLEWOOD CLIFFS NJ

COPYWRITER, PANASONIC, SECAUCUS NJ

POP MUSIC CRITIC, THE STAR-LEDGER, NEWARK NJ

MICHAEL TOWNSEND

EDUCATION

B.A. COMMUNICATION, RUTGERS UNIVERSITY, NEW BRUNSWICK, NJ

REFERENCES

LAURIE BANKS

President, Perry & Banks
207.838.8895

SARI STERN GREENE

CEO, Sage Data Security
207.879.7243

ROBERT MOORE

CMO, Goodwill of Maine
207.774.6323

SUSAN NORTON

EVP, Compliance and Human Resources, The First N.A.
800.564.3195 x2022

KEVIN READER

Marketing Manager, KNAPP USA
207.749.9757

AMY ROLLINS

AVP, Director of Marketing, The First N.A.
800.564.3195 x2509

SUSAN ROUILLARD

Development Director, Mercy Hospital
(207.879.3486

DAN ST. PETER

Designer/Web Developer
207.318.6070

DENISE VACHON

CEO, The Park Danforth
207.797.7710