



Ted Sidey
ACD/CW/ETC
The So-Called Idea Guy
www.tedsidey.com

Education

BA, American Studies, Northwestern University, 1992

Experience

2006-Present

ACD/CW, Advertising.com/AOL

Baltimore, MD

Hired to bring more strategic, conceptual thinking to in-house creative team. Played key role in turning modest banner production team into first-rate, performance-focused creative shop.

Helped quadruple staff over first 24 months; increased scope of team's influence within company through active evangelism and countless road shows, sales training sessions, client summits and agency meetings; worked with numerous top brands and leading advertising agencies to improve quality and performance of online campaigns.

Agency clients have included: Campbell-Ewald, Carat, Cole Weber, Crispin Porter + Bogusky, Deutsch, Digitas, Euro RSCG, FCBi, Goodby Silverstein Partners, Martin Agency, Media Contacts, MediaEdge:cia, OMD, TribalDDB, Universal McCann.

Clients have included: AOL, Alltel, Bank of America, Blockbuster, Callaway Golf, Campbells, Classmates.com, Coca-Cola, Diageo, Ford, Hyatt Hotels, IKEA, Lending Tree, McDonalds, Nikon, Papa Johns, PetMeds, Purina, Sam's Club, 7-11, Sony Pictures, Southwest Airlines, Target, Under Armour, Unilever, Universal Pictures, University of Phonenix, Zales.

2001-2006

Freelance Copywriter

Baltimore, MD

"The freelance writer is a man who is paid per piece or per word or perhaps." ~ Robert Benchley

Agency clients included: The Bergman Group, Crosby Integrated Marketing, Herrmann Advertising, LM&O Advertising, Signal Marketing Group.

Clients included: American Heart Association, Army National Guard, Capital One, Chevy Chase Bank, Gateway, Kaiser Permanente, National Geographic, Ricoh, Sears, Trilegiant Loyalty Solutions, Virginia Commonwealth University Health Systems, Washington Metropolitan Area Transit Authority (Metro), World Expo 2005.

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1998-2001

Editor, Adair County Free Press

Greenfield, IA

Worked on rural weekly paper that's been in my family for 100+ years. Covered everything from presidential candidates to county fair. Even had a paper route.

1992-1998

Professional Musician

Chicago, IL

Much as confused young men once joined the Foreign Legion, I joined a band. The effect is much the same, although the Foreign Legion has better uniforms.

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References

I have three references immediately available on my LinkedIn page. You're more than welcome to view them at this URL :: <http://www.linkedin.com/in/tedsidey>.

If you'd like additional information, samples, references or something else I haven't mentioned, please feel free to contact me directly through the medium of your choice.