



Ted Sidey
ACD/CW/ETC
www.tedsidey.com

Education

BA, American Studies, Northwestern University, 1992

Experience

2009-Present

Copy Chief, AOL Advertising

New York, NY

Write, edit and manage copy resources for global online media company and its many brands. Websites, trade ads, t-shirts, cocktail napkins: If there are words on it, I have something to do with it.

Brands include: 5min Media, ADTECH, Advertising.com, AOL.com, AOL Local, AOL Mail, AOL Mobile, AOL Video, ASL, goviral The Huffington Post, Patch, Pictela, StudioNow.

2006-2009

ACD/CW, Advertising.com

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 shop.

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

Clients 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, Underarmour, 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 Computers, Kaiser Permanente, National Geographic, Ricoh International, 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 several references immediately available on my LinkedIn page. You're more than welcome to view them at <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