

## **BILL HARRISON - RESUME**

### **KEY SKILLS:**

*Writing, copywriting, speechwriting, scriptwriting, web content development, copy editing, creative direction and strategy.*

### **OBJECTIVE:**

*Helping forward-thinking organizations develop and deliver creative messages and experiences that transform attitudes and behaviors.*

### **JOB EXPERIENCE:**

#### **Freelance Writer** (01/20 – PRESENT)

*Speechwriting, script writing, proposals, creative concepts.*

*Consumer and press events, internal/dealer meetings, web content, investor relations.*

*Ford, Mastercard, Genesis, iFIT, VinFast*

#### **Imagination The Americas, Inc., Dearborn, MI** SENIOR WRITER, DETROIT (10/-08 – 12/19)

*Editorial lead for global and regional consumer auto shows working with Imagination offices worldwide. Speechwriting for various Ford events and executive video messages.*

#### **Ronin Communication** - OWNER AND CREATIVE DIRECTOR (OCT '99 – OCT '08)

*Created 2000 Subaru press events to successfully launch new Forester and STX concept vehicle (Baja)*

*Designed Successful Creative for Daimler-Chrysler Events to Launch the Pacifica and Crossfire*

*Speech writer for 2006, 2007 & 2009 MY Ford National Dealer Meetings*

#### **Coolfire Interactive Dearborn, MI** - DIR. STRATEGIC DEVELOPMENT (5/99 – 10/99)

*Responsible for developing and delivering new business concepts; Launched qcdealer.com, a dealer extranet with over 60 thousand users and two million pages of information.*

#### **Caribiner International Detroit, MI** VP, EXECUTIVE CREATIVE DIRECTOR, DETROIT (10/94– 5/99)

*Part of management team that re-engineered Detroit office & grew Ford Motor Company business 500% in five years.*

#### **The Write Stuff Warren, MI** - SOLE PROPRIETOR (8/90 – 10/94)

*Managed a successful interactive training development business (scripting for Level I, II, and III Video Discs and CBT) including technical/product training for Ford Customer Service Division, Chrysler Corporation (C-P, Dodge, Jeep), Buick, Pontiac, Ford Tractor, Toyota, and Honda*

#### **Ross Roy Communications Bloomfield Hills, MI**

*Held positions of increasing responsibility from Junior Copywriter for Dodge Truck Merchandising to Creative Director for all Chrysler/Plymouth/Dodge/Jeep dealer video communication and training.*

**EXPERTISE:** Consumer/Business Events and Shows — Executive Speech Writing — Internal/Investor Communications — Copywriting — Dealer/Employee Training

### **EDUCATION**

#### **Wayne State Law School Detroit, MI**

- Completed coursework in torts, contracts, communications law, and intellectual property.

#### **Alma College Alma, MI**

- BA in Comparative Psychology and History/Pre-Law

**AFFILIATIONS:** ASCAP — AFM —Triple Nine Society

**PORTFOLIO:** <https://misterbill313.com/>