

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/>