

OTIS MAXWELL

CURRICULUM VITAE

Freelance copywriter/consultant, 1983-present. Focus on direct response.
Client experience and accomplishments include:

Actuate Corp. (direct mail, email, Web content for high tech marketer)
Apple Computer (high tech collateral)
Bank of America (computerized customer service correspondence)
Bear Creek Corporation (databased correspondence system)
Borland International (high tech direct mail)
CalComp (computer peripherals catalog; 1990 Catalog of the Year finalist)
Chevron (control mailing for Chevron Premium Card)
City of Hope (fundraising control 7 years running)
Entrepreneur Magazine (catalog of business guides; billing and renewal series)
FHP (member acquisition and doctor recruitment for HMO; Echo Leader winner)
Good Sam Club (renewal-at-birth control package)
HomeGain (lead generation for Web resource for home buyers and sellers)
Health for Life (catalog of bodybuilding courses; 1994 Bronze Echo winner)
Highlander (fan affinity catalog; 1997 Gold Echo winner)
Holt Executive Advisory (Newsletter of Newsletters silver award)
Hooven Business Mail (William Howie Wright Silver Cup award)
International Masters Publishing (first non-sweeps control for Great American Recipes continuity program)
Intuit (mail order for TurboTax, Track-It!, Masterbuilder)
Isuzu North American Sales (test drive invitations for Trooper and Rodeo; 1999 NPF Best of Show, 1999 & 2000 Silver Echos, 2000 Gold Caples award)
Neiman-Marcus (computerized customer service correspondence)
Phillips Publishing (launch package for HeartSense newsletter)
Rodale Press (circulation promotion for Men's Health magazine)
Sendmail Inc. (direct mail, banners, Web content for high tech marketer)
Sun Microsystems (Java training)
Sybase Corp. (high tech direct mail and newsletters)
Travelers Net Plus (Long Term Care insurance)
Wells Fargo Bank (collateral and business credit line direct mail)
Western Cruise Lines (passenger acquisition and retention; Echo Leader award)

Other experience:

2002- Instructor, San Jose State University, Direct Response Copywriting course in DMA Certificate program
1994-2002: Creative Director, Response Associates
Prior to 1983: management positions at W.B. Doner, Pacific Advertising (in-house agency of Sonoma Vineyards), Rapp & Collins
Speaker at DMA National Conference, National Database Conference, Annual Catalog Conference, local DM events
Education: BA, Pomona College; MFA, UCLA