

Otis Maxwell

CURRICULUM VITAE

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

- Apple Computer (high tech collateral)
- Anritsu (test instruments for wireless industry)
- Bank of America (computerized customer service correspondence)
- Bear Creek Corporation (databased correspondence system)
- CalComp (computer peripherals catalog; Catalog of the Year finalist)
- Chevron (control mailing for Chevron Premium Card)
- City of Hope (fundraising control 7 years running)
- EMC (wrote approximately 120 email promotions for content management and storage management through 18 month retainer)
- Entrepreneur Magazine (catalog of business guides; billing and renewal series)
- 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; Bronze Echo winner)
- Highlander (fan affinity catalog; 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!, Master Builder)
- Isuzu North American Sales (test drive invitations for Trooper and Rodeo; NPF Best of Show, multiple Silver Echos, Gold Caples award)
- Metropolitan Life (10 year direct mail control for Long Term Care insurance)
- Neiman-Marcus (computerized customer service correspondence)
- New Pig Corporation (redesign of B-to-B website)
- Niman Ranch (web redesign and new copy for natural foods company)
- Pacific Life (training and templates for internal communications team)
- 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)
- Wells Fargo Bank (collateral and business credit line direct mail)
- Western Cruise Lines (passenger acquisition and retention; Echo Leader award)

Other experience:

- 2002- Instructor, UC Extension System, 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