

David Eichhorn

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OBJECTIVE:

A position working with copy at any level, in support of creative professionals in a marketing or similar context.

SUMMARY QUALIFICATIONS :

A lifetime lover of the written word with 14 years of experience in the artful application of words to packages and collateral marketing materials. Possessing a deep understanding of how words and design best work together, including diverse writing and copyediting skills, superior attention to detail, a passion for creativity, and a keen understanding of the proper balance between grammar concerns and clean art. The ideal position would involve managing copy across multiple formats and voices, and assisting with the accurate, on-brand application of copy to final products.

RELEVANT PROFESSIONAL EXPERIENCE :

Copy Consultant – for various design agencies and in-house design departments, listed below.

- Contributed to successful marketing campaigns by ensuring copy and layout accuracy, verbal clarity, and brand voice on packages and collateral materials, including social media.
- Contributed to successful new brands through naming projects and new product copy work.
- Helped project managers maintain consistency by tracking changes in copy and layout and creating and managing copy guides for both domestic and international regions.
- Maintained a clear, strong company voice by writing and managing copy, ensuring its accuracy and impact for internal as well as business-to-business communications and contract bids.
- Enhanced business profile and influence by writing and editing promotional materials, including case studies, articles in trade journals, tradeshow displays, and blogs.
- Managed translation documents for packaging projects, in up to 17 different languages.

CB'a Brand Engine – December 2003 to Present – *National branding and package design firm for consumer products, with international partnerships* (Hewlett-Packard, Nestlé, Clorox, Dole, Duraflame, Pulmuone Foods [Wildwood], Discovery Foods, The Melt)

Thompson Design – July 2012 to Present – *Strategic branding and package design firm for consumer products* (Nestlé, Blue Diamond, Armida Winery, Premier Protein)

Sterling Brands – November 2012 to Present – *Award-winning international branding and package design firm for consumer products* (Del Monte, Windsor Foods [Tai Pei])

BrandMade Design Co. – July 2014 to January 2017 – *Strategic branding and design firm for consumer products* (Lynmar Estate winery, Spellbound Wines)

Amy's Kitchen – August 2012 to April 2016 – *International producer and distributor of acclaimed vegetarian frozen and shelf-stable foods*

Incase – August 2012 to February 2016 – *Award-winning producer of technology cases and accessories* (an Apple partner, now a subsidiary of Incipio Technologies)

EDUCATION :

Proofreading Certification USDA Graduate School, correspondence course

Ph.D. University of British Columbia, Environmental Psychology, minor in Social Psychology

M.A. University of British Columbia, Environmental Psychology

B.A. University of California, Riverside, Psychology and English, with Honors

ADDITIONAL QUALIFICATIONS :

Current Vice President of Programs for the Marin Bonsai Club, and a major contributor to their award-winning website (2016 California bonsai site of the year). High-level user of Adobe Photoshop, Illustrator, InDesign, and all components of the Microsoft Office suite and their Apple and Google counterparts. Comfortable working on both Macintosh and IBM-based computers. HTML literate. Recipient of the American Psychological Association Doctoral Dissertation Research Award. Recipient of the UBC Psychology Department's Tara Nash Award for significant contribution to the department, for the repeated organization of an annual in-house conference.