

Tobin MacLaren O'Donnell
39 Ashbury Street · San Francisco, CA. 94117
mobile: 415.971.6490 · email: tobinod43@gmail.com

TOBIN MACLAREN O'DONNELL

Creative Communications Specialist with Experience in Market Research, Creative Direction, Publicity and Public Relations, Brand Strategy and Management, Direct Marketing, Advertising, and Copywriting. Experience Developing and Managing Integrated Media Programs in Both For-Profit and Non-Profit Sectors.

PROFESSIONAL ACHIEVEMENTS

Brand Communications

Founder

Two-Headed Boy Creative

2008 - Present

Freelance Marketing Communications Specialist

- Develop branding and marketing programs for individual clients
- Write ad, web, brochure, and other promotional copy
- Project management
- Naming and tagline development

Clients Include: Bain & Company, SAP, San Francisco 49ers, Minerva University, TuneIn, Fuse Project, International Council on Clean Transportation, PowerPointLive, Oakland Underground Film Festival, Bill and Melinda Gates Foundation

Creative Team Member

Moxie Method

2005 - 2016

As a project team participant with the agency Moxie Method, develop brand strategy, marketing communications, and creative direction for radio, web, point-of-sale, and print campaigns for alcohol and tech clients.

- Perform market research and develop brand strategy and positioning decks
- Lead development of creative directions
- Develop corporate names, taglines, and brand name architecture
- Concept and write advertisements for print, web, mobile, sales and broadcast communications
- Develop pitch and investor presentation decks

Clients Include: Starbucks, Powermat, Trulia, Skinnygirl Margaritas, 21st Amendment Brewery, TOA, Glenfiddich, Numenta, Mike's Hard Lemonade, Notre Dame de Namur University, HP, CT Corporation

Senior Copywriter

Traversant, Inc.

2003 - 2008

As senior copywriter at Traversant, inc., was a leading member of the brand strategy and creative team.

- Participated in all aspects of the strategy, creative development, and implementation

Education

Syracuse University
M.F.A. Creative Writing '00
Sarah Lawrence College
B.A. Liberal Arts '95

Software Skills

Microsoft Office Suite,
Adobe Creative Suite,
FileMaker Pro, Now Up-to-
Date and Contact
Final Draft
Google Apps
Basecamp
Trello
Hubspot Certified

of branding and marketing projects for clients
-Developed and wrote promotional and technical copy
-Client management on a project by project basis
-Led naming and tagline development creative sessions

Clients Include: Alibaba.com, Baykeeper, Delano Farms, Eagle Global Logistics, Fleetwood-Fibre, Four Star Fruit, Intelligencer Printing, Kaohsiung Rapid Transit Corporation (Taiwan, ROC), MailBlazer, Ryan Associates, Saverglass, Seattle Bindery.

Publishing

Founding Editor

Low Fidelity Press

2000 - 2008

As a founding editor helped conceive and launch a non-profit independent publishing company that brings overlooked and underrepresented voices to book stores across the country.

-Edited numerous books including *Next Door Lives a Girl*, winner of the *Chicago Readers' Critic Choice Award* and an Honorable Mention in the Great Lakes College Association New Writer Awards and *Trouble with the Machine*, selected as a *Believer Magazine Underappreciated Book of the Year*
-Production management on all titles, including design, pricing, printing, and distribution
-Publicity Director for the press. Duties include writing and distributing press releases as well as interfacing with the media to set up author interviews and readings

Titles Include: *Osin* by Jessica Lott, *B: a novel* by Jonathan Baumbach, *Rabbit Punches* by Jason Ockert, *Next Door Lived a Girl* by Stefan Kiesbye, and *Trouble with the Machine* by Christopher Kennedy.

Independent Communication Contractor

Prepublication Manuscript Reviewer

Berrett & Koehler Publishing

2005 - Present

Copy edit and critique prepublication manuscripts before authors make final revisions.

Book Reviewer

San Francisco Chronicle

2003 - 2007

Wrote book reviews on a freelance basis for the *San Francisco Chronicle* and pitched books for review to *Chronicle* editor.

Writer, Special Projects

The Leakey Foundation

2002 - 2003

To celebrate the centennial of Louis Leakey's birth worked with staff to develop a celebration symposium held at the Museum of Natural History in Chicago.
- Conceived, wrote, and edited a commemorative booklet for the celebration