

alan fawcett
senior english copywriter
strategic branding consultant

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Alan has worked as a writer in advertising and related fields for longer than he cares to admit to any but his closest friends. Advertising has taken him from Toronto to Montreal and from Account Executive to Creative Director – quite the journey.

From finance to pharmaceuticals to fast cars and suds to sports to social network marketing. Ideas. Energy. And some people say he's kind of fun to work with too.

advertising experience

FREELANCE COPYWRITER 1993 - Present, Montreal
CREATIVE DIRECTOR 1999 - 2001 Armada Advertising, Montreal
SENIOR COPYWRITER 1991 - 1992 Saffer Advertising, Toronto
FREELANCE COPYWRITER 1986 - 91, 1993 Toronto
ACCOUNT EXECUTIVE 1982 - 84 Grey Advertising, Toronto

AREAS OF EXPERTISE

National and local TV, radio, and print campaigns, direct mail, Websites, annual reports, corporate brochures, documentaries, corporate videos, speechwriting, CME, event creation, French-to-English adaptation, emerging media.

fields of experience

CONSUMER GOODS

Pizza Hut, Johnson & Johnson, Kentucky Fried Chicken, Lipton Soup, Lipton Ice Tea, Lipton Cup-A-Soup, Calgon, Sport Chek. Fruit & Passions, Allen's Juice, Keurig

FINANCIAL

Standard Life, Banque Laurentienne, MacKenzie Financial Services, Visa, BDC, Royal Canadian Mint, Ivanhoe Cambridge

RETAIL

The Bay, Canadian Tire, Guardian Drugs, IDA, Bouclair, Countrywide Furniture

ENTERTAINMENT/SPORTS

Toronto Downtown Jazz Festival, Hippodrome de Montreal, Columbia Pictures, Definiti, FINA, The Gazette, Just for Laughs, Guru Bikes

PHARMACEUTICAL

Pfizer, BioChem Pharma, Shire, Biovail, GSK, Sterling Drug, Lundbeck (Ciprallex/Lexapro), Genome Quebec, Ciba, Boehringer-Ingelheim, Paladin, Entrophen, Drixoral

ELECTRONICS/HIGH-TECH

Iceberg, MEI, Sony, JVC, Posera, CAE, CGI, Telus, Moneris,

TRAVEL, RECREATION

Bombardier, Flexjet, Yamaha, IATA, ValuJet, Casino de Montréal, BIXI, La Caserne, Hotel Place d'Armes, Club Med, Aeroplan, BRP

FASHION/ACCESSORIES

Ann Taylor, WonderBra, Hanes, Accent, Germain Larivière, Biotherm, Armani

FOOD AND BEVERAGE

Molson, Belle Gueule, Boris, Sun-Maid, Steak and Burger, Boursin, Mr. Sub, Dunkin' Donuts, Labatt's, Budweiser, Boris, Fruits & Passion, St-Urbain beer, Canton, LU cookies

AUTOMOTIVE

BMW, Belron, Toyota, Mr. Muffler, NAPA auto parts, Honda, Harley Davidson

CONSTRUCTION

Camoplast, Canexel, EcoTerra, HydroMobile, Walltite Eco

OTHER

Esso, Ultramar, Transcontinental Printing, Canada Post, AbitibiBowater, Cascades

fields of experience (cont'd)

STRATEGIC BRANDING

Bombardier, BIXI, Canada Post, AbitibiBowater, Bell Sympatico, PayPal, Nouveau Havre de Montréal, FIQ, Canadian Springs, Espace Construction

PUBLIC RELATIONS

Mattel (Barbie), Nintendo, Procter & Gamble, Proctor Silex, Just for laughs Festival

other writing experience

PRINT FICTION

Series of short stories published in McGill Street Review (Toronto)

GRAPHIC NOVEL

Uncommon Ground

TELEVISION

My Hometown (YTV) 1 episode, How It's Made

DOCUMENTARIES

Algoma Steel

RADIO

Break Point — 1 hour radio drama
CBC Radio

CORPORATE VIDEO

Ministry of Natural Resources, University Scholarship Fund of Canada, Electrolux, Royal Bank, Walltite Eco, WCIT

education

McGill University, Montreal, Quebec. B. A. Economics
Phillips Academy, Andover, Mass.
School Year Abroad, Rennes, France.

other experience

ACTOR 1985 — Present

Major roles on stage, film, television and radio

TENNIS PROFESSIONAL

1985 — ATP Challenger Circuit Player

1985 - 87 — Tennis professional, Downtown Tennis Club, Toronto

LANGUAGES

Fluent English, French, Spanish

ORGANISATIONS/CLUBS

ACTRA, UDA, Equity

Toronto Lawn Tennis Club, Monkland

Tennis Club, Nun's Island Tennis Club

French version and references available on request