

**alan fawcett**  
senior english copywriter  
strategic branding consultant

C (782) 414-4740  
FAWCETTALAN14@GMAIL.COM  
ALANTHECOPYWRITER.COM

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