

Zech Bard
COPYWRITER

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PROFESSIONAL EXPERIENCE

Wieden+Kennedy 12 Portland, OR
Copywriter
July 2009-Present

Chosen from hundreds of applicants to be a part of W+K12, Wieden+Kennedy's one year in-house experimental ad school
Wrote copy in integrated campaigns for Old Spice, EA, DEVO, Wordstock, Northwest Film Center and Oregon Zoo

Mosaic Creative Dallas, TX
Graphic Designer
February 2009-June 2009

Art directed and designed direct-mail brochures and created branding for Southern Methodist University COX School of Business, REVO America, Genband and Lou Olerio Company

focus2 Brand Development Dallas, TX
Graphic Designer
July 2007-December 2008

Wrote print and digital advertising for national campaigns
Designed branding, posters, direct-mail, book covers, websites, e-blasts, t-shirts, and collateral for Bolt Productions, Core Energy Group, Stewart Cohen Pictures

David Carter Design Associates Dallas, TX
Internship
August 2006-June 2007

Assisted with developing branding and signage as well as production for hospitality projects including menus, entrance signs, door signs, stationery and directionals for Atlantis, JW Marriott and Urban Design Group

University of North Texas Denton, TX
Yearbook Staff Writer
August 2003-May 2005

Interviewed faculty, students, athletes and local employees
Transcribed and edited interviews for individual feature stories
Wrote dozens of stories on sporting events, rallies and other campus events

EDUCATION

Texas A&M University Commerce, TX
Graduated Cum Laude December 2007

BFA, Design Communication

SKILLS

Microsoft Office (Word, Excel, PowerPoint, Entourage)
Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver)

FACTS

I was an accident born to two old people
I founded and manage a record label called Doll House Recordings
I have produced over 20 records in the past 6 years
I love avocados
I skipped third grade
I play the guitar, drums and piano
Miss Oklahoma saved my life