KIRTLAND SNYDER

STRATEGICALLY ORIENTED CREATIVE DIRECTOR • SENIOR COPYWRITER

Highly accomplished, award-winning executive with a consistent record of success in advertising, direct marketing, DRTV and digital communications. Knowledge of many industries including healthcare, life sciences, medical, financial services, energy, airlines, gaming, retail, hospitality, IT, tools, higher education, the arts, consumer electronics and telecommunications.

PROFESSIONAL EXPERIENCE

2000-Present — KIRTLAND SNYDER CREATIVE, Tarrytown, NY
Concept Development, Copywriting, Project Management

Strategic and creative development of marketing communications in all media for OmniSYS, Asigra, CardScan, Constant Contact, Harvard B School, American Gaming Association, The Museum of Fine Arts/Boston, World Learning, YMCA, New England Journal of Medicine, Deloitte & Touche, Gartner Group, Dreyfus, American Savings Bank, Boston Ballet.

2011-2015 — LOCKARD & WECHSLER DIRECT, Irvington, NY
Executive Creative Director

Hired by Dick Wechsler to build and manage a creative department at this media agency. Developed successful DRTV campaigns for Sprint, Sears Craftsman, Walmart, Panasonic, The NY Post, Positec, Worx, uSell and many other brands. Led the development of two agency websites that increased traffic and new business wins. Created the agency's current DRTV reel.

2015-Present — UP THERE, EVERYWHERE, Stockholm, Sweden
Consulting Creative Director & Senior Copywriter

Strategic and creative development and copywriting for the neoSurgical, Datatrak and International Diabetes Federation accounts at this global, cloud-based agency.

2015-Present — R2C GROUP, Portland, OR
Consulting Creative Director & Senior Copywriter

Conceived and wrote DRTV spots for Blinds.com that tested positively and will be rolled out nationally in the fall of 2015.

2015-Present — SPOTON MEDIA, Glendale, CA
Consulting Creative Director & Senior Copywriter

Strategic and creative development and copywriting for the AdvancePoint Capital account.

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KIRTLAND SNYDER

2003-Present — VOX MARKETING, Boston, MA
Consulting Creative Director & Senior Copywriter

As a principal consultant to this virtual agency, I contribute to new business pitches, strategy development, concept development, copywriting, and client presentations. Accounts have included Sonos, Philips Healthcare, Delta Dental, Fidelity Investments, Slades Bank, MountainOne Bank, iRobot and Zeo Personal Sleep Coach.

2009-2011 — GYROHSR, New York, NY
Senior Copywriter

Lead writer in print, radio and interactive media for KCI, LifeCell, GE Healthcare Life Sciences, Virgin Atlantic Airways, Hess Energy, Tyco International and ITT.

1999-2002 — BOSE CORPORATION, Framingham, MA
Creative Director

Hired by Dr. Amar Bose to build and manage a direct marketing agency within Corporate Communications. Utilized print, radio, TV and direct mail to successfully market the Wave Radio/CD and Acoustic Wave Music System, and to launch the QuietComfort Headphones. Created two highly successful infomercials for the Acoustic Wave Music System and the Wave Radio/CD that generated a 3-to-1 ROI and tens of millions in sales.

EDUCATION

Trinity College (M.A.) • University of Hartford (M.Ed.) • St. Michael's College (B.A.), Columbia University (Course work)

AWARDS & HONORS

Telly Awards
Webby Award
Medical Marketing & Media (MM&M) Award
Direct Marketing Association (DMA) International Echo Awards: Gold/Silver/Bronze
International Caples Awards: Judge
CT Art Directors Club Award Show: Judge
New England Direct Marketing Association (NEDMA): Gold/Silver/Bronze Awards
Advertising Club of CT: Gold/Silver/Bronze Awards
CT Art Directors Club: Excellence Award

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