

Dirk Vandeman

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Freelance Senior Writer

Extensive experience in advertising. Specialization in campaign development and execution including: digital, video, print, out-of-home and Content Management. Further expertise in new business acquisition, account management and strategic planning. An innovative and goal-oriented thinker noted for working closely with senior-level executives to help solve business challenges with creative and cost-effective solutions. Recognized as high-energy, resourceful, highly-motivated, team player. Currently located in San Diego, CA. Core competencies include:

Branding, Marketing Coordination, Creative Direction, Integrated Communications, Content Management, Copy Editing, B2B, Broadcast, Customer Liaison, Events, Strategic Planning, E-commerce, Publishing, Fluent Spanish

PROFESSIONAL ACHIEVEMENTS

Leader of successful advertising and rebranding initiatives for The Lakehouse Hotel & Resort and St. Mark Golf Club.

Results: Increased revenue, membership tripled, Lakehouse named one of "TripAdvisor's Top 25 Hotels in United States!"

Created multi-tier, brand-elevating, sales-inducing ad campaigns for TaylorMade Golf.

Results: Timed with the release of certain products, TaylorMade became most successful golf company in US history.

Met deadlines creating a variety of impactful ads for Honda, Nissan, Lexus, etc...

Results: Recognized in Communication Arts, Creativity, and more.

Managed content and worked with design teams: creating ads, email campaigns, posters, signage, monthly newsletters and more.

Results: Clear targeted branding and innovative promotions increased hotel guest stays, more golfers on courses, more customers and banquets; FB Followers up 500%!

Worked closely with St. Mark Golf Club Senior-Level management in several areas including: capital improvements, pricing structure, promotional specials, etc...

Results: Revenue growth and overall better numbers and more regular customers.

Implemented new Duties List for Ambassadors in order to improve resort appearance and allow for greater efficiency.

Results: Better esthetics without additional spending.

Addressed maintenance crew in Spanish at SMGC to improve policies and to operate with greater attention to detail.

Results: More professional appearance, enhanced esthetics and better playing conditions.

Procured rebranded merchandise for pro shop by working directly with outside vendors.

Results: Better-selling and more contemporary merchandise.

Operated as Editor-in-Chief in rebranding monthly publication that included ads, articles, news, etc...

Results: Resort brand further elevated, and greater influx of local residents.

Directed E-commerce initiatives to facilitate convenient online booking directly.

Results: added efficiency and revenue.

PROFESSIONAL EXPERIENCE

FREELANCE INTERACTIVE/SENIOR WRITER

2010-PRESENT

Ingram-Micro	Santa Ana, CA
ExpertsUnlimited	San Marcos, CA
St. Mark Golf Club, Lakehouse Hotel & Resort	San Marcos, CA
The Garage Team Mazda	Costa Mesa, CA
Draft FCB	Irvine, CA
Team One	El Segundo, CA
Wetumka Interactive	Encinitas, CA
The Geary Company	Las Vegas, NV
NYCA	Encinitas, CA

COPYWRITER	2005-2009
RPA Advertising	Santa Monica, CA

COPYWRITER	2004-2005
Colby & Partners	Santa Monica, CA

COPYWRITER	2004-2004
TBWA \ Chiat \ Day	Playa del Rey, CA

EDUCATION

Copywriting with emphases in design, photography, web development, typography, strategy, color theory, etc. — The Creative Circus Atlanta, GA 2002

Bachelor of Arts in English, with other studies in Communications, Spanish and History — March 1996

Professional References Provided Upon Request