



## Experience

### **Gene Payne + Partners**

Senior Copywriter (Contract), 2019 to Present  
SPM (Emory, Froedtert, University of Maryland Health System)  
McGuffin (Mayo Clinic, Medela, Business Wire, VISA)  
Moveo (Amita, Prisma); Charmington Press (PosterBooks)

### **BVK**

Associate Creative Director/Writer, April 2022 to Dec. 2023  
CITGO, Moffitt Cancer Center, University of Florida

### **Gatesman** (formerly Noble)

Associate Creative Director/Writer, 2016 to 2019  
Fellowes, Hoover, University of Michigan, S&T Bank, Pace

### **Rhea + Kaiser**

Creative Lead/Writer/Producer, 2009 to 2016  
Bayer, DePaul University, Northwestern Medicine, Caterpillar

### **Gene Payne + Partners**

Senior Copywriter (Contract), 2001 to 2009  
Element 79 (BMO, Quaker, Lowe's); FCB (Cox); Magnani (Marriott, CNA)  
Pivot Design (Sterling Bay); CAP (Sarasota); McGuffin (BMO, Banker's Life)  
Wunderman (Chevron); SCC (Cole Taylor Bank); SPM (HCA); Hoffman York  
(Wisconsin Lottery); Laughlin Constable (Summerfest); TY (Beanie Babies)

### **DDB Chicago**

Writer/Producer (Contract), 1999 to 2001  
Anheuser-Busch, FTD, US West/Qwest, State Farm, Helene Curtis

### **Y&R Chicago** (now VML)

Creative Director/Writer/Producer, 1994 to 1999  
Sears, Kraft, Miller Brewing, H&R Block, Rayovac, Norwegian Cruise Line

## Education

**MBA - Marketing**, University of Wisconsin - Madison

**BS - Advertising**, University of Illinois - Champaign

## Awards

Communication Arts, One Show, Minneapolis Show, Clios, Effies,  
Obies, Addys, NY Festivals, Graphis, the Art Director's Club

## Personal

Wife Liz, Daughter Nancy, Goldfish Wendy (last I checked)

## Brand Portfolio

[www.gene-payne.com](http://www.gene-payne.com)

## Contact

[gene@gene-payne.com](mailto:gene@gene-payne.com)