

DAN WEBER

Copywriter/Creative Director

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(WAY) BACKSTORY

Wanted to be a copywriter since I was 6, when I was fascinated by the great billboards in the Miami airport concourse. I wondered why people would want to stop to read stuff when they were in such a hurry to go somewhere. I still wonder why people would want to stop and read advertising. My goal is to see that they're rewarded with at least a small parting gift.

EXPERIENCE

Copywriter/Creative Director at VMLY&R (formerly CTB/Team Detroit) 2007-present

Leader on several Ford product launches: F-150, Super Duty, Explorer, Escape. Author of everything imaginable for just about everything Ford has ever made, done, promoted or paid for. Currently working in Brand Content and Alliances, where I've gotten to work with NFL Hall of Famers, country music stars, mountain climbers and "Breaking Bad" lead actors.

Contributor to many non-automotive projects, from motorcycles and pickles to shin guards, radio stations and dirt.

Creative Group Supervisor at JWT Detroit, 1990-2007

Senior Copywriter at The Berline Group, Birmingham, MI, 1989

Copywriter/Senior Copywriter at BBDO Detroit, 1987-1989

Jr. Copywriter/Copywriter at Campbell-Ewald, 1985-1986

CLIENTS

Ford, Chevrolet, Dodge, Warrior Lacrosse and Hockey, Motorcraft Parts, McClure's Pickles, Shell Oil, Detroit Brothers Motorcycles, Scotts MiracleGro, WDET Detroit Public Radio, Wendy's, Michigan National Bank, WKBD TV.

RECOGNITION

Mobius, One Show, Clio, New York Festival, International Automotive, Caddy, D Show.

EDUCATION

The University of Michigan, Ann Arbor
Bachelor of Arts in English and Communications

SKILLS

Big ideas, fully integrated campaigns, team leadership, gentle mentoring, headlines, short copy, long copy, website copy, tireless brainstorming, television scripts, print ads, radio spots, catalogs, brochures, videos, promotional pieces, PR blurbs, speeches for important people, social media posts, eblasts and clickbait.