



Sean P. Egen – Writer
Creative Concepts, Copy & Communications

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OBJECTIVE: *To craft communications that exceed client expectations, engage readers, and satisfy my harshest critic—me*

GREATEST HITS A-Z

Ads, advertorials, articles, banners, bios, blogs, brochures, catalogs, direct mail, door-hangers, HTML emails, inserts, interviews, invitations, mailers, manuals, micro-sites, newsletters, packaging, posters, press releases, product sheets, resumes, video scripts, and web copy. (I'm still searching for something starting with Z to write.)

REAL-WORLD EXPERIENCE

2008 to Present - Freelance Writer / Huntington Beach / CA / 92649

Provide writing, editing, and consulting services to a stable of established clients that includes SureFire, *Combat Tactics Magazine*, iMedia Connection, and Advanced Bionics.

2006 to 2008 - Senior Writer / SureFire, LLC / Fountain Valley / CA / 92708

As the “voice” of SureFire (maker of the world’s finest illumination tools) I conceptualized, wrote, and oversaw production of industry-leading catalogs, brochures, web copy, videos, and all other communications for military/law enforcement and consumer markets. My efforts helped increase SureFire’s market share and cement their position as the #1 choice of those who go in harm’s way.

2005 to 2006 - Senior Writer / Experian Consumer Direct / Irvine / CA / 92612

Developed and managed concepts and content for the #1 supplier of online credit reports. I revamped their primary website to make it the most successful in the company’s history. Duties also included writing member newsletters, HTML emails, ads, and working with Design to ensure the success of all projects under my supervision.

April 2000 to Jan. 2005 - Senior Writer / EarthLink / Pasadena / CA / 91107

My work as EarthLink’s senior copywriter and lead writer for *bLink*—their self-published member magazine—helped increase the ISP’s membership to nearly four million, at its zenith. *Copywriting duties included* writing and overseeing communications ranging from banner ads to direct mail pieces co-branded with Paramount’s *Star Trek* franchise. *Magazine duties included* writing cover stories, celebrity interviews, reviews, and any other high-profile stories pitched or assigned.

Past gigs that have helped make me a more well-rounded person include film/video production, substitute teaching, purchasing, bartending, house painting, and commercial fishing in Alaska, where I managed to make money *and* keep all of my fingers.

EDUCATION

1994 - Art Center College of Design / Pasadena / CA: Earned an MFA in Film, with a screenwriting emphasis. Studied all facets of filmmaking; wrote, directed, and produced a 30-minute thesis film.

1989 - School of Visual Concepts / Seattle / WA: Studied advertising and copywriting at this evening school taught by working ad professionals in the Seattle area.

1984 - University of Washington / Seattle / WA: Earned a BA in Business Administration, with an international emphasis.

OTHER STUFF

I meet deadlines, collaborate well with others, and require very little supervision. I’m an expert skier, a decent surfer, a pretty good photographer, and a budding painter. For additional fun, I wrestle with my Jack Russell terrier, ride my “murdercycle,” and (at the risk of being cliché) work on my novel.