

Joe Weismann

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Obligatory Blurb

As a copywriter, creative director, marketing strategist, voiceover and commercial performer, my objective is always the same: to solve the problem. I am skilled at finding fresh perspectives and teasing out creative solutions from unexpected vantage points. I'm also good at leading a team and recognizing and building on the brilliant revelations of others. I work hard, quickly and efficiently — visit joeweismann.com to see (and hear) more.

What I've Worked On and Where I Worked On It

Shout Creative — Owner

2005-2019

Co-President/Creative Director/Writer/Producer/Casting Agent/Voice/etc. of innovative agency. Wrote and produced scores of spots for General Mills, as well as CobornsDelivers, Perkins, AmericInn, Little Caesar's, Target, Afton Alps, It's Just Lunch, Subway, TopLine Federal Credit Union, Fingerhut, JC Penney Portraits, Regis, Sun Country, TCF, All Around Construction and a whole bunch of others. Although we were known as Shout Radio, we also did plenty of TV, digital, outdoor, web and collateral work. (www.shout-radio.com)

Foote & Co. — Associate Creative Director

2002-2005

Introduced collateral agency to the concept of concepting. And strategic creative briefs. And key selling propositions. Did lots of restaurant and hospitality work, and lots and lots of real estate; United Properties, St. Paul Grill, Saint Paul Hotel, Pazzaluna, HOM Furniture, and seemingly every condominium development to pop up in St. Paul in the mid '00s.

Freelance Copywriter

1999-2002

An exciting few years doing freelance work for clients and shops including Initio, Werner Design Werks, Peterson Milla Hooks (and Target!), ADCC, Northwoods Advertising, MN Green Party, Yanovick & Associates and others. Also taught and mentored aspiring young advertising professionals at BrainCo (and several years later at the BrandLab.)

Cevette & Co. — Associate Creative Director

1997-1999

More restaurant clients! Worked on Ciatti's, Timberlodge Steakhouse and helped pitch and win Buffalo Wild Wings. Created the "Larry the Lung" campaign for Ethanol. Lead some teams. Won some awards.

Kruskopf Olson — Copywriter

1993-1997

Returned from Japan and went back into the business of selling stuff. Wrote ads for Dayton's, Pet Food Warehouse, Mystic Lake Casino, MN History Center, and Famous Dave's. Also Mervyn's for about a minute.

Clarity Coverdale — Copywriter

1991-1992

Worked way up from unpaid intern in the storeroom to copywriter with an office. Created campaigns for Burnsville Center, Malt-O-Meal and St. Paul Companies. Left to teach English at a girls' high school in Japan.

Life

Bachelor of arts in music from Carleton College, Northfield, Minn. Twenty-five year professional commercial acting and stage career (I have yodeled for Miller Lite and voiced a Willie Nelson doll for H&R Block); working musician and singer (songwriter and member of band for MPR's "In the Loop"); stage actor; children's book writer ("Alphabeasties"); musical theater composer ("Lemonade for the Lawnboy"), sketch writer ("A Prairie Home Companion"), reality show contestant (CBS "Jingles" with Gene Simmons). Conversant in Japanese and German. Husband and father. Ukulele and 78 record collector.