

Joe Weismann

612.716.9808 • joeweismann@gmail.com • joeweismann.com

Creative Director • Copywriter • Advertising, Marketing & PR Strategist • Producer • Commercial Performer

I am a senior-level creative with decades of agency experience and the exceptional ability and drive to solve problems.

What I'm Good At (Skills)

Listening to clients, account people and other team members. Distilling complex technical gobbledeygook and data-driven research into clear, compelling, approachable and possibly even witty communication. Creating work that gets used and gets results. Championing creative; positioning brands and developing dynamic brand voices; delivering effective presentation; collaborating with, mentoring and inspiring teams; pitching (and winning) business; expert casting and production; 30-thousand-foot analysis; strategic oversight, project management and refining and fine-tuning creative. I am low-ego, curious, a quick study, and not above admitting when I don't know something. I value partnerships, respect deadlines and try to be the kind of co-worker people like to have around. I'm a professional voiceover artist, so there's that.

What I've Worked On and Where I Worked On It (Work History)

Joe Weismann Creative

2019-PRESENT

I service my own portfolio of clients which includes writing and producing radio for the YMCA, When I Work and It's Just Lunch, print, direct mail and radio for TopLine Federal Credit Union, and product naming for Crapola! Granola — as well as writing gala scripts for VocalEssence, and press releases, key messaging and media pitches for Owl Marketing.

Wunderman Thompson — Copywriter (Contract)

2020- 2021

Hit the ground running during the holiday rush. Quickly got up to speed on the many and varied digital ad units (and their unyielding character counts) as well as writing and producing radio for Best Buy.

The Lacek Group — Senior Copywriter (Contract)

2019-2020

Worked primarily on digital, social media and POP for clients including US Bank, Ford Motor Company, United Airlines and Harley-Davidson.

Shout Creative — Owner/Creative Director

2005-2019

Pursued entrepreneurial vision by founding and running boutique ad agency. Created integrated campaigns and developed brand strategy and engaging creative execution for clients including General Mills, Perkins, AmericInn, Little Caesar's, Target, Afton Alps, Subway, Fingerhut, JC Penney Portraits, Regis, Sun Country, TCF, Coborn's, All Around Construction, MN Realtors, Renter's Warehouse, Bryant Dealers and many others. Formed, led and managed creative teams. (shout-radio.com)

Foote & Co. — Associate Creative Director

2002-2005

Accounts included 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.

Brainco — Instructor

1997-2012

Taught and mentored creatives at acclaimed Minneapolis-based portfolio school.

PRE-2000

Cevette & Co. — Associate Creative Director

Worked on Ciatti's, Timberlodge Steakhouse and Buffalo Wild Wings. Helped pitch and win several accounts. Created award-winning "Larry the Lung" campaign for Ethanol.

Kruskopf Olson — Senior Copywriter

Agency clients included Dayton's, Pet Food Warehouse. Pitched, won and wrote for Mystic Lake Casino, MN History Center, and Famous Dave's. Also Mervyn's for about a minute.

Clarity Coverdale — Copywriter

Worked way up from unpaid intern in the storeroom to agency copywriter with an office. Created campaigns for Burnsville Center, Malt-O-Meal and St. Paul Companies.

Additional Freelance

Clients included Initio, Werner Design Werks, Peterson Milla Hooks (and Target), ADCC, Northwoods Advertising, MN Green Party, Yanovick & Associates and many others.

Life

Professional commercial actor and voiceover artist; working musician and singer; 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 record collector. Bachelor of arts in music from Carleton College, Northfield, Minn.