

# Chris White

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**Objective** To put food on the table for my wife and baby and create damn good advertising.

**Experience** 1993–Present Self Employed North America

## **Freelance Advertising Writer**

- Wrote for audio, video, print and a paint can label.
- Clients ranged from Gibson Greetings to Little Joe's Autos.
- Wrote a bunch of recruitment DVDs and CDs for several multilevel marketing organizations including Amway.
- Some Clients: Restaurants. Car dealers. Banks. States. Cities. Furniture retailers. Casinos. Viagra. On Hold messages. A coffee cup. Web sites. Museums. Zoos. Theaters (legitimate and motion picture). Television networks. IceCapades. Jewelers. Muffler shops. AAA. Cable companies. Health spas. Foster Parents. YMCA. Physicians For Peace. National tax services. Lowe's. Dairies. Shopping malls. Theme parks. Eye care companies. A Brownie troop. Personal Injury attorneys. Industrial coating manufacturers. Landscape companies. Chiropractors. TV stations. Radio stations. Pawn shops. Music festivals. Virginia Opera. Concerts. Retail packaging. Bars. Hotels. Florists. Prepaid phone cards. Laser hair removal. And this is only the stuff I can think of right now.
- You can see more of what I've done at [chriswhite.com](http://chriswhite.com)

2005–Present Wags Doggie Daycare Norfolk, VA

## **Partner**

- I am in charge of all marketing along with picking up dog poop which, on many occasions, is the same thing.
- Grew the business from 5 dogs a day to over fifty dogs a day in two years.
- Voted Best Dog Daycare by readers of the Virginian Pilot.
- You can see more about Wags at [wagsdoggiedaycare.com](http://wagsdoggiedaycare.com).
- Write all of the newsletters and virtually all of the communication to customers.
- I created the site's content and design.

1979–1993 Studio Center North America

## **Creative Director**

- Produced and directed thousands of radio commercials, video narrations, TV audio tracks, and every other kind of audio project. Even wrote some of them.
- Created, wrote, produced and directed *Rick Devlin*, *Private Eye* a daily syndicated radio parody of noir mystery movies and TV shows. A

General Electric factory in Schenectady scheduled their breaks around the show. The show was cool because it was funny, it was a mystery, and it was a contest because the audience could win something if they solved whodunit.

- Created, wrote, produced and directed *On (or About) This Day in History* a daily syndicated send up of history (“It was on, or about, this day in history when farmer Eustace Phenacterban fed his cows India ink and they mooded indigo”).
- Created, wrote, produced and directed *Malice* a daily syndicated radio parody of *Dallas* the popular TV series. It ran on every English-speaking country on the planet and for some reason was very popular in Rwanda.
- Created, wrote, produced and directed “The Spot Shop” advertising packages for radio stations.
- Won Addy and Silver Microphone awards by the dozens. I honestly don’t know how many as I scrapped all them (along with my “ego wall”) several years ago.
- Learned the vital importance of customer service from Warren Miller, the owner.

1975–1979                      Greystoke Advertising                      San Francisco, CA

**Partner and Creative Director**

- We folded after our largest client defaulted on several jillion dollars of national magazine advertising. C’est la vie.
- Moved the family to Virginia to go to work at Studio Center. The plan was to stay for two years then move back to California. Yeah, that worked.

**Education**

1965–1969                      Several Colleges & Universities                      CA

- Changed major from Electrical Engineering to pizza and beer.
- I was in that half of the class that made the top half possible.

**Interests**

Reading, playing with my 10 month old daughter, reading, watching movies, listening to the classics (Erich Wolfgang Korngold’s *Violin Concerto in D major, Op. 35* is spinning on the CD player at the moment) critiquing advertising with my wife as we watch TV, and reading.

**Other Impressive Stuff**

Freelance Joke Writer for “The Tonight Show Starring Jay Leno”.

Freelance Joke Writer for Joan Rivers.

Freelance Joke Writer for games show such as Password, The Price is Right, Family Feud, Match Word and several others.

Freelance Joke Writer for The Electric Weenie humor service for radio personalities.

Wrote jokes for Reader’s Digest and Playboy.

Wrote and edited Bionic Boffos humor service for radio personalities.

Wrote and edited The White Stuff humor service for radio personalities.

Wrote a new line of “edgy” greeting cards for Gibson Greetings.

Wrote trailer for “Young Indiana Jones and the Hollywood Follies” TV movie for Lucasfilm.

Wrote a chapter of the book *PC Magic*.

Wrote an article for the now defunct *Word Perfect Magazine*.

Dabbled with programming in BASIC and later with C++. Wrote a fairly popular shareware application called OneADay.

Expert with *Microsoft Word*, *Microsoft Expression Web 2*, most of the other applications in *Microsoft Office*, *Illustrator*, *Act* and spend way too much time playing *Spider Solitaire*.