

Peter Chase

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EXPERIENCE

Freelance Copywriter

July 1997–Present

Adobe Systems, San Jose

Senior Copywriter

January 1995–July 1997

Worked in-house with designers to create direct mail, packaging, print and Web advertising, and collateral materials for Adobe’s professional and consumer software products, including Photoshop, Illustrator, Premiere, After Effects, PageMill, Acrobat, PhotoDeluxe, and the Adobe Type Library.

Jaffe & Partners, New York City

Associate Creative Director

October 1991–August 1994

Sole writer for advertising/direct mail/promotion agency. Worked closely with art director to create print ads, radio, direct mail, point-of-purchase and collateral materials. Hired and directed freelance writers. Instrumental in developing marketing programs and new business proposals. Heavy client contact.

Ogilvy & Mather Promotions, New York City

Group Concept Director

July 1990–October 1991

Responsible for all creative for agency’s primary client, American Express. Wrote direct-mail pieces, posters, counter displays, print ads and radio spots. Hired and directed freelance writers; assisted account group in developing successful marketing programs.

Copywriter

April 1987–July 1990

CLIENTS

Software

Adobe Systems, Connectix, Immersion, Macromedia, The Motion Factory, NetObjects, PlaceWare, Post Digital Software, Turbolinux

Services

Factor Design, Goodby Silverstein & Partners Advertising, Linuxcare, Rucker Design Group, Square Two Design, Xaos Films

Financial

American Express, Mellon Bank

Travel

American Express airline, car rental, lodging, and restaurant partners; Club Med

Retail

American Express department store, furniture, grocery, and toy retail partners; Sears

EDUCATION

Syracuse University

Newhouse School of Public Communications, Syracuse, NY
Bachelor of Science, Magna Cum Laude
Dual Degree: Advertising and Marketing



*He knows a lot of words.
And he’s not
afraid to use ‘em.*