

Mitch Devine

Versatile Copywriting

(949) 293-9337 • devinewrite@gmail.com • mitchdevine.com

Specialties:

Brand development and naming, headlines, content marketing, press releases, social media marketing, PPC ad campaigns, SEO writing, blogging, scripts, business presentations, articles, proofing and editing.

Select Milestones:

- **Direct-Response Results:** Wrote direct mail campaign that increased Alignment Health's national Medicare plan ranking from 3 to 4.5 stars (out of 5 possible).
- **Worldwide Impressions:** Wrote integrated press release that generated more than a billion impressions for first-ever *Guinness Book of World Records* stunt featuring skydiver Luke Aikens jumping from 25,000 ft. without a parachute on live television. (*Spoiler alert: he landed safely.*)
- **New Product-Category Launch:** Ever use a portable USB flash drive? I developed the campaign to introduce M-Systems' flash-memory storage technology to OEM manufacturers (e.g., IBM, Cisco, et al) in the U.S.
- **User-Generated Content:** Developed "D.I.Y. TV" integrated campaign for Omnitrans bus service that motivated local students to create their own video commercials promoting the bus to other students. The successful campaign repeated a second year.
- **Innovative Promotions:** Created print campaign for Wyle Electronics promoting their Engineering Design contest, featuring an EV1 electric car (lease only) grand prize that generated the contest's largest-ever response. Also developed a contest to promote Belkin's IoT product brand that pushed their #WEMOthat hashtag to the top of the trending list at CES.

Writing Experience:

Senior Copywriter

October 2016 – September 2018

Traffik/Traffik Health, Irvine, CA

Campaign development and copywriting for digital and print ads, PPC campaigns, brochures, direct mail, video and radio scripts, presentations, press releases, and blogs.

Clients: Alignment Health, Apria Healthcare, Blue Cross Blue Shield, Remita Health, HID, Landmark Health, Scripps Health, University of Redlands, WaterTalent.

**Freelance PR / Social Media Writer
Amusement Park, Santa Ana, CA**

April 2016 – October 2016

Press releases, articles, story pitching, media coordination for public relations team, plus content marketing, video production, social ad writing and scheduling.

Clients: Dole Fruits and Vegetables, Honda/ Acura, L.A. County Fair, St. Joseph Hoag Health, Stride Gum Presents Heaven Sent, The Values Institute.

**Freelance Copywriter / SEO /Social Media Marketer
@DevineLines**

March 2008 – October 2016

Agencies: Alcone, Amusement Park, Atomic Curve, Binary Pulse, Franchise Services, INK, Pia Creative, Piston, Rauxa Direct, RiechesBaird, SEO Excell, Social Envi, Spot Runner, 3v07, Traffik.

Clients: Avery, American Airlines, Belkin, Concordia University, GJ2 Guitars, IBM, IHOP, Irvine Co., Linksys, Mitsubishi, Quest, Toyota, WEMO, Vertos Medical.

Senior Copywriter

October 2003 – March 2008

J-U / Johnson | Ukropina Creative Marketing, Irvine, CA

Create ad campaigns for print, collateral, direct mail, outdoor, radio, TV and Web.

Clients: Blue Cross Blue Shield, Carl's Jr., Charo Chicken, Chicken of the Sea, Fisher-Price, Gloria Jean's Coffees, Jenny Craig, Mapco, Mattel, Metropolitan Water District, Omnitrans, Plus Orthopedics, Real Mex Restaurants, Sports Syndicate, Taylor Woodrow Homes, The Toll Roads, UniCare, Water Health, WellPoint.

Copywriter / Senior Copywriter

October 1996 – February 2003

Townsend & O'Leary / The T&O Group (now Shipyard), Irvine, CA

Copywriting for print, broadcast, outdoor and web with franchise/ multi-site emphasis.

Clients: American Racing Wheels, Century 21, Fantastic Sams, In-N-Out Burger, Kinecta Credit Union, M-Systems, National Association of Realtors, North American Title, Phillips 66, Royal Caribbean Cruises, Sempra Energy, Subway, 76 Products, Uniglobe Travel, Western Financial Bank, Wyle Electronics.

Education:

- California State University, Long Beach – Bachelor of Arts, Communications
- Saddleback Community College, Mission Viejo – Radio Broadcasting, 88.5 FM

(949) 293-9337 • devinewrite@gmail.com

Portfolio: <https://mitchdevine.com/>

LinkedIn: <http://linkedin.com/in/mitchdevine>

Twitter: [@DevineLines](https://twitter.com/DevineLines)

#