

*Mike Shepherd*

## CAREER SUMMARY

### **Freelance Writing, Editing & Project Management, 2000-Present**

**Clients:** Almquist Productions, RSV Construction, Design Showroom, Klein Design, Illahee Group.  
Project work for City of Vancouver, Grady Britton, Tektronix, Fortix, Austin Group Development, Oregon DEQ, numerous political campaigns.

### **Young & Roehr Group, Portland – 1981-1983, 1984-2000**

**Position:** Senior Copywriter

Responsible for concept work, content development and copywriting for marketing communications materials, including direct mail, brochures, print ads, product sheets, websites and trade shows; editing of large documents and preparation of public relations materials for the in-house PR group (company backgrounders, press releases, features).

**Clients:** Sharp Microelectronics, Imagenation (boards for machine vision), Tektronix, Mercedes-Benz Credit Corporation, Warn Industries, NuVision (3D glasses for PC games), Colonial Pacific Leasing, OrCAD and CAChe (chemical modeling software).

### **City of Vancouver, WA – 1983-1984**

**Position:** Publications Coordinator

Responsible for writing, editing and producing city publications; wrote and distributed press releases; arranged and coordinated press conferences.

### **Vance Smith Advertising, Portland – 1980-1981**

**Position:** Copywriter

Concept work and copywriting for print ads, collateral, data sheets; editing of technical documents (tutorials, manuals, white papers).

**Clients:** Tektronix (TV products, communication and information display groups).

### **Gary White Advertising, Portland – 1975-1980**

**Position:** Copywriter/Production Manager

Concept work and copywriting for print ads, brochures, broadcast, audio-visual presentations; supervised production of print materials and radio spots.

**Clients:** Lamb-Weston, Washington Federal Savings & Loan, Cascade Federal Savings & Loan, Rico's Pizza, H.K. Limited Gift Stores, Amfac Mortgage Corporation, Commonwealth Properties, Mr. M's Boutiques, numerous political campaigns.

## EDUCATION

University of Oregon, B.A., Journalism

Portland State University, B.A., English