

Vince Beggin Writer/Creative Director

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Qualifications Profile

Multi-talented writer and creative manager with extensive experience in a broad range of industries. Exceptional collaborative and interpersonal skills; Passionate and inventive creator of many “brand now/sales now” multi-media campaigns; Accustomed to performing under deadline and within budget.

Experience Highlights

Launched several new products & brand positions • Managed accounts up to \$30 million • Mentored and trained many juniors • Helped pass the Clean Diamond Act • Led challenger brands over better-leveraged competitors • Won awards while moving the “merch” • 30+ years & still retain a positive, proactive attitude.

Professional History

Beggin Creative, Minneapolis, 2015 to present, 2008 – ’12

Freelance writer, creative director and consultant working with agencies and clients. Accounts: Medtronic, TimberlandPro, Nationwide Insurance, FMC, Crownline Boats, Consol Energy, Time Warner Cable, Columbia Sportswear, Maxwell House, Verizon, Xcel Energy, Enterprise Rent-A-Car and many more.

Olson, Minneapolis, 2012 – ’15

Group Creative Director with specific assignment to mentor young talent, win new business and solidify client relationships. Accounts: MN Lottery, Bissell, US Bank, Ecolab, Aurora Health Care, Yoplait and more.

Martin/Williams, Minneapolis, 1998 – ’08

Promoted from Senior Writer to Associate Creative Director to V.P., Group Creative Director. Accounts: Polaris, Lincoln Financial Group, Syngenta, E*Trade, Pfizer, 3M, Gold’n Plump Chicken, Staples, Cellular South, Donatos Pizza & Target among many others.

Campbell Mithun, Minneapolis, 1996 – ’97

Senior Copywriter on Healthy Choice, Toro, Mannington Flooring & American Academy of Dermatology.

Sietsema Engle, Minneapolis, 1992 – ’95

Senior Copywriter on TCF Bank, Carter’s Children’s Wear, Northwest Airlines (retail & trade divisions) & Breathe Right Nasal Strips.

Evans Group, Seattle, 1992

Senior Copywriter on Seafirst Bank, Skippers Seafood & Pacific Health Care.

Ehrig & Associates, Seattle, 1989 – ’91

Promoted from Copywriter to Senior Copywriter and then to Associate Creative Director. Accounts: Dairy Farmers of Washington, Rose Pest Control, Seattle Mariners & Fantastic Sam’s Hair Salons.

Jacobsen Ray McLaughlin Phillips, Tacoma, 1986 – ’88

Copywriter on Morning News Tribune, Pierce County Medical, Simpson Paper & McFarland-Cascade Lumber.

John Brown & Partners, Seattle, 1985

Junior Copywriter on Pizza Haven Restaurants, Saucony Shoes & Pacific First Federal.

Awards: *Communication Arts*, The One Show, Mercury’s, Obies, Addies, the O’Toole Award, Effies, New York Art Directors Show, *Archive*, *Print* and *Graphis*

Education: B.A. in Communication (English/Fine Arts minors), Washington State University, Adjunct Instructor at Miami Ad School, Brainco, U of MN, and Minneapolis College of Art & Design