

Mimi Bean
 Branding Thinker, Marketing Writer
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Freelance

SAMPLE CLIENTS

EM2 Design, 07-11	High Profile Group, 04-11	Firefly (NY), 01-11
Bentley Prince Street, 05-07	Bigelow Advertising, 98-07	R.Bird (NY), 01-08
Hartsfield-Jackson Airport, 00-06	Blue Marble Media, 01-07	Critt Graham, 04-07
Castalia Communications, 06-09	Unboundary (EAI), 94-03	Leap, 02-07

SAMPLE B2C: Accenture, AOL, Carter's, Coca-Cola, GPC, IBM, Interface, Ralph Lauren, High Museum, Mohawk, Morgan Stanley, MTI, Popcorn Palace, Sea Cloud, Simmons, Zoo Atlanta
SAMPLE B2B: AFC, BellSouth, BPS, CheckFree, Cox Media, Crowne Plaza, First Data, Electrolux, GPI, Kimberly-Clark, Mannington, Mexicanal, MicroRave, NCEES, PEFCO, Telogis, TWC, UPS

Agency

Creative Director, Partner	Authenticity (Seattle)	06-
Creative Director	Corporate Reports (Atlanta)	98-99
Assoc Creative Director	Adair Greene	97-98
Copy Supervisor	ShowDog Design (BBDO)	95-97
Copywriter	BBDO South	93-95

SAMPLE B2C: CIBA Vision, Delta Air Lines, Georgia-Pacific, Georgia Power, Hardee's, HUD, Literacy Action, Maxfli Golf, NRG Insurance, Peach Bowl, Shepherd Center, Time Warner, Vesta, Wachovia
SAMPLE B2B: Alcoa, Delta, Direct Matters, Exxor, Hardee's, HUD, Interface, Kimberly-Clark

Other

Teaching at Portfolio Center & Creative Circus	93-08 & 04-08
Carrying the Olympic Torch and passing it to my son	01
Climbing the Great Wall of China	99
Chairing the Portfolio Center Copywriting Program	95
Writing for <i>Allegheny Magazine</i> , <i>Ego Magazine</i> and <i>Atlanta Woman</i>	83-84; 91-92, 04-05
Training as a PBS producer/director	78-79
Surviving two seasons on the makeup crew, <i>The Donny & Marie Show</i> , ABC	77-78

Education

Certificate in Copywriting, Portfolio Center
 Post-grad study, Yale & Cornell
 BA, Theatre & Cinema, BYU

Favorite Awards

Aurora Gold, Corporate Vidscript
 Employee of the Year, BBDO South
 Emmy Award, Rocky Mountain Region

P.S.

I'm a Broadway fan who writes country-western lyrics.
 I've had cherries in Teheran, pepper mushrooms in Xian and tapeworms in Gibraltar.
 I've raised a dik-dik, dug clams in Alaska and made up Suzanne Sommers' feet.
 I offer curiosity, drive, and calm in the face of chaos.