

## **BILL OWENS**

4828 Lynn Drive Nashville TN 37211  
(615) 481-4828 ♦ [bill@billsbrainworks.com](mailto:bill@billsbrainworks.com)

*Career advertising, marketing and media professional who occasionally writes about himself in the third person. Demonstrated expertise in strategic development, positioning, branding, creative concepting and copywriting for all media. Diverse skill set includes strong leadership, communication, project management, client presentation and broadcast production capabilities.*

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### **BILL'S BRAINWORKS, NASHVILLE, TN**

♦ 2012-Present—Owner, Principal

Creative and consulting for agencies and accounts including Aegis Health Group, Élan Skincare, Honda Engines, Honda Marine, Honda Power Equipment, LifePoint Hospitals, Melody Chef/Vermont Music Group, Urgent Team Care Centers, The Vinny Golf Invitational and more.

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### **GS&F, NASHVILLE, TN**

♦ 1999-2012—Vice President, Copy Director

♦ 1997-1999—Copy Director

♦ 1995-1997—Senior Copywriter

♦ 1991-1994—Copywriter

Creative for a wide variety of consumer and trade accounts including: LP Building Products, Bridgestone/Firestone, Tennessee Titans, TENNFL, Universal Lighting Technologies (ULT), The Tennessee Lottery, Hunter Fan, ICP (Heil, Tempstar, Comfortmaker and Day & Night HVAC brands), Des-Case, DuPont, Dometic, Delta Dental, Band Against MS, Logan's Roadhouse Restaurants, Rafferty's Restaurants, Camping World, Naxos, Nashville Film Festival and more.

#### *Brand Strategy And Campaign Development*

**LP Building Products** – Created campaign for the relaunch of the LP brand following the company's relocation to Tennessee. Developed materials to communicate the LP "Build With Us" universal message across a variety of media, including national television, web, radio, print, POP, product literature and support materials. Created new materials for all product lines, including the introduction of LP FlameBlock OSB Sheathing.

**Tennessee Lottery** – Spearheaded creative on the most successful state lottery launch to date. Created "Tennessee's Ticket To Fun" concept for initial launch. Branded all major game introductions including instant games, PowerBall, Cash 3, Cash 4 and Pick 5 daily games. Created multiple product campaigns across all media, including print, online, broadcast, outdoor and POP. Gross sales exceeded 4.3 billion dollars during this period and raised over 1.2 billion dollars for scholarship funds.

**TENNFL/Tennessee Oilers/Titans** – Creative strategies, concepts and branding for the historic arrival of the first NFL franchise in Tennessee. Originated the TENNFL transitional brand entity. Multiple campaigns across all media, including PSL, Club Seat and Corporate Suite sales to fund stadium construction, the team’s in-state debut and its eventual rebranding as the Tennessee Titans. Over 45,000 PSLs were purchased on the first day of sales. All PSLs, Club Seats and Suites sold, and the team consistently sells out every home game at LP Field.

**Hunter Fan** – Reintroduced the Hunter brand to the national consumer audience via television and print campaigns. Created campaigns and new materials for all product lines, including ceiling fans, showroom fans, air purifiers, humidifiers and the introductions of portable and bath fans. Successful executions across all media through multiple campaigns that consistently generated increased web hits and product sales.

**Bridgestone/Firestone** – Advertising creative for a variety of milestones, including the 100th Anniversary of the Firestone brand, the brand’s return to Indy racing and the introduction of Uni-T tire technology to the U.S. market. Various executions in print, radio, dealer support materials and POP.

**Arcoaire, Comfortmaker and Day & Night** – Strategic branding and advertising creative for the national launch of the regional Arcoaire and Comfortmaker HVAC brands. Reintroduction of the Day & Night brand in North America. Created new advertising and dealer support materials for all product lines, including residential and commercial heating and cooling. Successful executions across all media through multiple campaigns.

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**HART & COMPANY ADVERTISING, NASHVILLE, TN**

◆ 1990-1991, Copywriter

Creative for accounts including: Bridgestone/Firestone, Georgia Boot, O’Charley’s Restaurants, Po’ Folks Restaurants, Tennessee Five Star Honda Dealers and Tennessee Gold Medal Chevy Dealers.

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**PATTERSON ADVERTISING, TOPEKA, KS**

◆ 1983-1990 Copywriter, Producer

Creative for accounts including: Blue Cross & Blue Shield of Kansas, Psychiatric Centers of America, Kansas Farm Bureau Insurance, PSI Engineering, Memorial Hospital, Memorial RediCare Centers, Atchison Hospital, Laird Noller Auto Dealerships, First National Bank of Topeka, Fidelity Banks, the Kansas Bankers Association and the Kansas Pharmacy Association.

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**CENTRON FILMS, LAWRENCE, KS**

◆ 1980-1982 Assistant Editor/Editor

Edited educational and industrial films for clients including: AC-Delco, John Deere, Inland Steel, Caterpillar Tractor, Riceland Industries, PBS, Scholastic Publishing, the United States Navy, the Republic of Korea and the State of Kansas.

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**EDUCATION**

- ◆ Bachelor of Arts cum Laude, University of Kansas  
Communications, Radio-Television-Film

*References Upon Request*