Sean P. Egen

Creative Concepts & Content

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OBJECTIVE

To create next-level content, concepts, and communications that engage audiences, exceed expectations, and compel employers to repeatedly utilize my services and pay me handsomely!

GREATEST HITS A – Z (ALMOST)

From **A**ds to **C**atalogs to **M**agazine articles to **P**ress releases to **S**cripts to **Y**ear-end corporate reports (still waiting for a project starting with **Z**...got one?), if it's marketing, entertainment, or journalism, I've almost certainly written it. Always with the appropriate tone or voice. And always with an attention-grabbing beginning, a compelling middle, and a satisfying ending—because I was trained as a screenwriter, so I'm hardwired to tell a complete story.

REAL-WORLD EXPERIENCE

2008 – Present: Freelance Writer/Editor, Orange, CA & Henderson, NV

Provide writing and editing services to a stable of industry-leading clients, including Henderson Hospital, Daniel Defense, SureFire, PROOF Research, CORE Shooting Solutions, ImThera Medical, and Advanced Bionics. Also write print and online articles for Elements Behavioral Health, iMedia Connection, *World of Firepower* magazine, and *Combat Tactics* magazine, where I was also a staff editor.

Noteworthy highlights include (but are not limited to)...

- **Documented** the "Lean Construction" of Henderson Hospital, from concept to completion, culminating in a 500-page book being published by the Lean Construction Institute.
- **Elevated** every client's marketing communications, incorporating just the right voice and messaging for the intended audience(s).
- **Specialize** in tactical, firearm, and medical products and services.

2006 – 2008: Senior Writer at SureFire, LLC, Fountain Valley, CA

As the voice of this designer/manufacturer of "the world's finest illumination tools" I conceptualized, wrote, and oversaw production of industry-leading catalogs, brochures, web copy, videos, and other communications for military/law enforcement and consumer markets. My efforts helped increase market share and cement SureFire's position as "the #1 choice of those who go in harm's way."

2005 – 2006: Senior Writer at Experian Consumer Direct, Irvine, CA

Developed and oversaw concepts and content for the #1 supplier of online credit reports. Duties included continual reworking and testing of the flagship website, writing member newsletters, spearheading HTML email campaigns, and working closely with Design to ensure the success of all projects managed by me.

2000 – 2005: Senior Writer at EarthLink, Pasadena, CA

As senior copywriter and lead writer for EarthLink's member magazine, *bLink,* my efforts helped increase this internet service provider's membership to record levels.

- **Copywriting duties included** creating communications and collateral ranging from press kits to web copy to direct mail campaigns. Single-handedly crafted all editorial marketing content on a high-profile collaboration with Paramount Studios for *Star Trek*-themed internet access.

- **Magazine duties included** writing feature and cover stories, celebrity interviews, product reviews, technical tips, and other high-visibility assignments.

Pre-2000 Gigs that Contributed to Making Me a Well-Rounded Person

Screenwriter; film/video production; subcontract administration for Boeing; copier sales for Pitney Bowes; wine sales; shoe sales, customer service, and collections for Nordstrom; substitute teaching in SoCal; commercial/residential painting; bartending; and commercial salmon fishing in Alaska, where I managed to survive the season without being hurt, killed, or losing any toes or fingers!

EDUCATION

1994 – Art Center College of Design, Pasadena, CA: Earned an MFA in Film with an emphasis on screenwriting. Studied all facets of filmmaking before writing, directing, producing, and editing my own 30-minute thesis film.

1989 – School of Visual Concepts, Seattle, WA: Studied advertising/copywriting at this non-accredited school taught by working advertising professionals in Seattle.

1984 – University of Washington, Seattle, WA: Majored in Business Administration at UW's Foster School of Business, earning my BA after four years.

OTHER POTENTIALLY RELEVANT STUFF

I meet deadlines, collaborate well with others, require little supervision, and supervise others with clear, concise direction. I'm an expert skier, a decent surfer, a good photographer/videographer, a fair shot with a firearm, and an adequate albeit untrained oil painter. I enjoy hiking, climbing mountains, riding my bicycle and "murdercycle," and at the risk of sounding like a total cliché, working on my as-of-yet unpublished novels.

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