

ROBBY LEE FELDMAN

C O P Y W R I T E R

512 Foothill Drive Nashville, TN 37217 615.787.8707 Robby@TranquilityTV.com

SUMMARY

Extensive advertising agency experience with broad knowledge of strategy, positioning, brand image, targeting, and integrated marketing, in all forms of media.

EXPERIENCE

2004 to 2023

Retainer Copywriter at Barker-Christol and Freelance

Concept/Copy for accounts such as Honda Lawncare, Salvation Army, Ryan's Steakhouse, KCIN Accounting, Habitat for Humanity, Middle Tennessee Electric, Cumberland University, MTMC Hospital, City Tile, Safari Pet Resorts, etc.

2002 to 2023

Freelance Copywriter, National and International Clients

Accounts including Firestone, Checker's Hamburger Chain, United Way, Gateway Health, General Rent-a-Car, J. Alexander's Restaurants, Vanderbilt University Medical Center, Ingram Digital

1999 to 2002

Frank/Best/Ingram, Nashville, TN

Associate Creative Director on accounts including Nashville Predators NHL team, Honda Marine, Spontex Sponges (BtoC), Sprintz Furniture, Charter Cable

Other clients have included: Sony, Hilton Hotels, NASCAR, Murray Mowers, Suntrust Banks, Georgia-Pacific, Opryland, Progressive Insurance, Baskin Robbins, Nutro Pet Foods, Vivitar Camera Equipment, Casio, General Motors

Other agencies: McCann Erickson, Tokyo; Keye/Donna Pearlstein, Los Angeles; Paradigm Communications, Tampa; Ericson Marketing, Nashville.

EDUCATION

B.S. Advertising, University of Florida
Double Minor, Psychology and Photography

PORTFOLIO [RLFbook](#)