

## **Debbie Stone**

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debbiestonecreative.com

### **Producer • Copywriter**

#### **PROFILE**

I am a seasoned video producer/copywriter with over 10 years experience, adaptable in all working environments under demanding time constraints. My presentation and communication skills are excellent.

#### **EXPERIENCE**

##### **FREELANCE PRODUCER/COPYWRITER**

###### **Neck Effex**

Writer/Producer/Director for Neck Effex, the only video exercise program designed to target the neck and chin muscles. Copywriter for the website and digital Google and Facebook advertising. [neckeffex.com](http://neckeffex.com)

###### **Trick or Treat**

Writer/Producer/Director for the animated short film released in 2015/2016. Exhibited in 18 film festivals to date around the globe.

###### **Barrington LEADS**

Project manager/copywriter coordinating rebranding, website design and print campaign for non-for-profit alcohol-awareness organization, targeting teens.

###### **McKesson - Strategic Supply White Board Video**

Copywriter-editor, producer/director of a medical marketing sales video.

###### **Doctor Bob Pet Expert / Eliminator Stain Remover**

Producer/copywriter for rebranding, website, print and Facebook advertising. [Drbobpetexpert.com](http://Drbobpetexpert.com) - [eliminatorstainremover.com](http://eliminatorstainremover.com)

###### **Barrington Music Institute**

Headed promotional branding for this new music school with logo, web design, print, posters and :30 cable spot. [Barringtonmusicinstitute.org](http://Barringtonmusicinstitute.org)

###### **PL8 Simply Asian**

Producer/Copywriter of original PL8 brand, website, outdoor billboard campaign and on-line ads. [Pl8simplyasian.com](http://Pl8simplyasian.com)

###### **Save Five Acres – 3 Candidate-Political Campaign**

Comprehensive copywriting and strategy for website, newspaper and on-line ads. By a landslide, all 3 candidates won their election.

###### **Barrington Martial Arts**

Organized and lead redesign of website. Initiated local messaging through posters, ads, television and web videos.

###### **U.S. Congressional Campaign**

Copywriter of television ads for Robert G. Abboud.

**FREELANCE COPYWRITER - PRAGUE (1999-2001)**

Leo Burnett Co. Accounts: G.E. Capital Bank, Krupettos Potato Chips.

**FREELANCE COPYWRITER (1991-1995)**

Copywriter for T.V., pitches and short videos

Agencies include: DDB Needham, TLK, Leo Burnett Co, DM&M, Baxter

Accounts: NutraSweet, Lean Cuisine, Montgomery Ward, Unocal

**PRODUCER – Chicago, IL 1980-1991**

Avenue Edit – Producer/Colorist. Recruited to develop state of the art post facility. Within two years it was the premiere-editing venue of Chicago.

Lakeshore Productions – Owner/Producer of commercial edit/production house.

Swell Pictures – Producer, camera operator.

**EDUCATION**

Illinois State University

**Bachelor of Arts Degree in Mass Communication and Theatre**

Players Workshop of the Second City - Graduate

Jane Brody's Audition Center – Cold Reading I & II

Harper College – Adobe PS

Elgin Community College – CS4, Social Media

Ongoing study in SEO and Social Media

**PERSONAL**

Women in Film - Member

Filmmakers in Action – Member

Barrington Hills Communication Committee - Webmaster 2008-2010

Barrington Suzuki Strings – Communication Chair 2009 – 2011

References available upon request