



**Trevor Baker, Copywriter**  
414 W. 9<sup>th</sup> St. #D  
Charlotte, NC 28202  
803.409.9103  
[trevor@trevorbaker.com](mailto:trevor@trevorbaker.com)

I'm an experienced, well-traveled copywriter with a career that's taken me from South Carolina to North Carolina, The Netherlands and Germany. It's given me a wide range of client experience, the opportunity to write in distinct client voices and across all kinds of media. My strengths are speed, versatility and the ability to think strategically when it comes to creative.

### **Education**

University of South Carolina: Bachelor of Arts in Journalism & Advertising/Creative track.

### **Work History**

2010 – 2011

Tattoo Projects, Charlotte, NC

Took senior writer role and worked closely with agency art directors on everything from Hoover Vacuum packaging to the more unconventional Sheetz Convenience Stores as well as establishing a Guinness World Record for Cozi.com.

2007 – 2010

Chernoff/Newman, Columbia, SC (formerly Chernoff/Silver)

Re-hired as senior writer for the largest agency in South Carolina in a more managerial role to push out creative while still being involved from concept to completion.

2006 – 2007 (contract position)

BBDO, Berlin, DE

Senior writer – Hired as contract writer to maintain global brand image while creating new advertising and messaging for the global Allianz account.

2003 – 2006

Freelance writer working for both my own clients as well as clients for different area advertising agencies.

2001 – 2003

Hunterskil Howard International, Eindhoven, The Netherlands

Senior writer – Responsible for business-to-business, consumer campaigns and promotions from concept to completion.

1990 – 2001

Chernoff/Silver & Associates, Columbia, SC

Senior writer – Worked my way from intern to senior writer while working with clients in a variety of categories.

### **Awards**

Effie – Gold Effie

80 Addys – 2010, 2000 Third Districts, 2000 Special Judges Award, 1999 Third District, 1996 & 1997 Best Of Print, 19 Gold, 30 Silver, 13 Merits

23 Tellys – 10 Winners, 13 Finalists

36 InShow Awards – 1996 & 1999 Best Of Show, 7 Special Judges Awards, 27 Winners

2 Silver Microphone Awards

3 Golden Udder Awards – Best Of Show, 2 Gold

One Official Guinness World Record

**Client Experience Summary**

Aiken Regional Medical

Allianz, DE

Atrium Development

Bank of America

Baptist Medical Center

BMW, USA

CiCi's Pizza

Coburg Dairy

Columbia City Ballet

Cozi.com

Dayton Power & Light

DHL Logistics, BE

Dow Corning, BE

DUDA Growers

Duke Energy

EdVenture Children's Museum

Fleet Mortgage

Force Protection

Hilton Head Tourism

Hoover Vacuums

House of Blues

Hyster Forklifts, UK

Kettle Restaurants

Langtree At The Lake

Mangia! Mangia!

Marantz Electronics, NL

McArthur Dairy

Monroe Mufflers/DNX, BE

Mouse House Framing

Nation Bank of South Carolina

Nextel Wireless Services

Nickelodeon

Nissan, FR

Oak Terrace Preserve

Oakatie Golf Club

Palmetto Pride

Philips Electronics, NL

Philips Medical, NL

Riverbanks Zoo

Santee Cooper Electric Cooperative

Savannah Electric Company

SC Student Loan Corp, Columbia

SCANA/South Carolina Electric & Gas

Sears Carpet Cleaning

Sears Pest Control

Seminole County Tourism

Shell Oil Corporation

Sheetz Convenience Stores

Synovus Bank

Technical College of the Lowcountry

Texas Children's Hospital

University of North Carolina, Charlotte

TG Lee Dairy

Waste Management