

Jeffrey Ginsberg
Emmy Award Winning Writer & Producer
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CORPORATE EXPERIENCE

- Experience writing for more than 100 major corporations, agencies, production companies, and television networks.
- Developed scripts, proposals, and creative concepts.
- Wrote copy and scripts for video, CD-ROM, web, and radio.
- Earned reputation for delivering creative solutions on time.

WEBSITES, INTERACTIVE CD-ROMS, & KIOSK PRESENTATIONS

Panasonic – Rewrote portions of the Toughbook mobile computer website.

Canon – Wrote detailed records management guidelines to assure the company's compliance with federal regulators.

Deloitte Consulting – Developed and wrote content describing the company's many consulting services to business and industry.

Ethicon – Developed highly successful, humorous kiosk-based game targeting ophthalmologists at a tradeshow.

Lucent Technologies – Wrote many business-to-business web pages describing the company's networking products.

Sanofi-Aventis – Developed and edited scripts for interactive training sessions covering the use of Taxotere against breast, prostate, and lung cancer.

U.S. Treasury Department – Developed concept and wrote copy for a website introducing the new counterfeit-resistant currency. The site attracted more than a million hits during its first month online.

Wampole Laboratories/Zeus Scientific – Wrote CD-ROM script about a new blood testing device.

CREATIVE CONCEPTS FOR ANNUAL & SALES MEETINGS

Alcatel-Lucent – Wrote spy-themed e-blast invitations for upcoming meeting.

Bayer – Created the winning theme for the company's booth at ASCO (oncology).

Cephalon – Wrote spoof of *Mission Impossible* for upcoming sales rally.

Reader's Digest – Wrote the creative treatment for the magazine's annual meeting.

Sanofi-Aventis – Created and developed concepts for several meetings across product lines. Concepts include meeting themes, motivational opening videos, informative product videos, humorous and thought-provoking brighteners, and both video- and CD-based training programs.

Sequus and Alza Pharmaceutical – Developed creative concepts and wrote proposal for the merged companies' first joint meeting. The objectives were teambuilding and training on joint product line.

CORPORATE IDENTITY & CORPORATE HISTORY

Actelion Pharmaceutical – Wrote video that equates the knowledge and wisdom of all humanity with the scientific expertise of the company's research & development division.

Canon – Developed a dynamic day-in-the-life video depicting the world of Canon and how its products positively impact people's lives everywhere from classrooms to space shuttles.

Bartlett Tree Experts – Wrote company history video for this 100 year old organization.

Bennett X-Ray – Wrote the history of x-ray and mammography technology from the days of Wilhelm Roentgen to the present.

Metallix – Wrote company capabilities video.

Nabisco – Compiled a history of the company and its brands going back to the 1700s.

New York Life – Wrote the joint history of New York Life and Haier, its new partner in China.

PRODUCT LAUNCH

Automatic Data Processing (ADP) – Developed the concept and wrote the copy for a program introducing the TotalPay Card, a VISA debit card-based payroll service.

Bayer – Created games and "live" activities for the company's launch of a new OAB product.

Lucent Technologies – Created the concept and wrote the script for a fully animated, humorous video

introducing a new voice messaging product for cellular phones.

Pfizer/Searle – Wrote a video for the launch of Celebrex, the second largest pharma launch in history.

Sanofi-Aventis – Developed and wrote several videos promoting the launch of Ketek, including a short humorous piece in the format of a movie trailer. This video received a standing ovation from an audience of sales reps. Also, developed and wrote all creative for the company's upcoming Genasense launch.

SALES & MARKETING

Canon – Developed detailed program outlining features of the ImageRunner copier product line.

K. Hovnanian Homes – Wrote a marketing video showing the company's range of residential offerings.

Lamina Ceramics – Developed copy explaining the company's super-bright LED lighting products.

Lucent Technologies – Wrote dozens of business-to-business product brochures, application sheets, and data sheets outlining the company's many hardware and software products.

Novartis Oncology – Wrote script about Zometa, a bone metastasis drug, for the annual global marketing meeting.

Panasonic – Wrote detailed explanation of the company's comprehensive service program supporting its line of Toughbook laptop computers.

Sanofi-Aventis – Developed concepts and wrote dozens of thought-provoking, emotional, and humorous short videos to be shown at the company's oncology, respiratory, and osteo sales meetings.

The Tree Fund – Wrote video that won Emerald Award at the 2006 Artistic Achievement Awards.

TRAINING & EDUCATION

ADP – Wrote installation directions for an electronic punch card system.

Bayer Healthcare – Wrote three training videos about caregivers, sustainability, and chronic diseases.

GE Capital – Wrote customer service training videos to support the company's classroom education.

Lipha Pharmaceutical – Wrote program for physicians participating in a study on Acamprosate, an experimental drug developed to reduce patients' alcohol dependency.

Prudential – Scripted live, interactive presentation about annuities.

Roche – Wrote video teaching caregivers how to comfort their loved ones suffering from AIDS.

Salomon Smith Barney – Wrote video about detecting and preventing money laundering.

Supermarkets General (Pathmark) – Wrote security training and theft prevention manual.

CUSTOM LYRICS FOR JINGLES

Sanofi-Aventis – Wrote humorous new lyrics to promote Actonel, the company's osteoporosis treatment, set to the tune of a popular sitcom theme song.

AREAS OF EXPERTISE

Pharmaceutical
Food Service

Medical Equipment
Photo & Electronics

Telecommunications
Education & Training

Banking
Manufacturing

ADDITIONAL CLIENTS

AT&T
MTV Networks
Kraft General Foods
Verizon
Citibank
Alcatel Lucent
Deloitte Consulting
Fuji Film
Ortho-Biotech
Sony
Telephonics

Cox Communications
Fleet Bank
ABC-TV
Telcordia
Weight Watchers
Bayer
Rank Video Services
IBM
Philip Morris
Turner Engineering
Jewelers of America

Disney Channel
PaineWebber
Ciba Specialty Chemicals
Hazeltine Electronics
Coca-Cola Bottling
AIG
FBI
Swiss Air
Johnson & Johnson
Outdoor Life Network
United Brotherhood of Carpenters

TEACHING/LECTURING EXPERIENCE

Fairleigh Dickinson University (Madison, New Jersey) — Former Adjunct Professor of Screenwriting.

State University of New York (Purchase, New York) — Writers panel participant.

Borough of Manhattan Community College (New York, New York) — Writers panel participant.

EDUCATION

New York University / Tisch School of the Arts— B.F.A. (with honors) in Film & TV, 1984. Founders

Day Award. Also studied entertainment and publishing law.

McCarter Theater (Princeton)— Studied playwriting.

National Academy of Television Arts & Sciences (New York)— Studied television writing with writers and producers from *The Cosby Show*, *All in the Family*, and *Saturday Night Live*, among others.

School of Visual Arts (New York)— Studied advertising.

SEMINARS: *Robert McKee's Story Structure*, *John Truby's Story Structure*, *Sol Stein's Writing Course*, and the *Dale Carnegie Course* (Won three awards for speech-making.)

REFERENCES AND WRITING SAMPLES AVAILABLE UPON REQUEST

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