

betsy dee

[actually creative director]

[rap sheet]

july 2008 - present

principal, betsy dee & co

Intuit • James Cole Winery • Aha! Baby • Posit Science

Discovering that the 100-hour work week is a great replacement for a Social Life. But at least *clients* appreciate it when you help them succeed, care about their lives and show up for dinner. Print, all kinds of digital, direct mail, POS, radio.

february 2007 – july 2008

freelance creative director / intuit corporation

After five years of extolling the virtues of QuickBooks to my fellow entrepreneurs, I figured I should get paid for it. Shockingly, Intuit agreed. Led a team of eight and freelance roster of four to some pretty improbable wins. Sort of like the Bad News Bears Go To The Effies. Internal and customer facing communications: Print, DM, digital, events.

june 1999 – june 2007

creative director / bad pants (women's apparel design) • betsy dee/sf (women's apparel boutique)

Designed, marketed and sold two women's wear collections per year. Built a core design team and entire retail environment from the ground up, to critical acclaim. Which has a street value of "bupkes." Frequent guest speaker at UC Berkeley and SF Fashion Events—mostly to put their cockamamie dreams into perspective.

throughout it all

freelance copywriter, creative director

expert communications • ogilvy & mather • young and rubicam • winkler advertising
• McCann erickson • aka euro rscg

Determined that the soil in my backyard will never yield a Money Tree, so grew my freelance client base instead. Pinch-hitter and really strong pitch-person. Advertising, DM, digital.

january 1997 - june 1999

creative director / resource marketing SF

CompuServe • StorageTek • Celestica • Panasonic Interactive Media • Netscape • Intuit • NEC • Cisco

Discovered that if you can create memorable brands for things like DRAM memory and data storage, you possess the secret to eternal life. Led my team to create a :30 Superbowl spot for CompuServe (in about 30 seconds, for about \$30) that made it to Adweek's Top Ten Spots and Top Five in both ESPN and Shoot Magazine. (Not that I'm bragging.)

june 1995 - january 1997

vp/creative director / McCann-erickson SF

AT&T Wireless • Oracle • Rug Doctor • Valent • Fireman's Fund Insurance • Duty Free Shoppers (DFS)
• Sega of America • PG&E

Founded and developed a near-perfect team of 12 creative knock-outs. Shocked general agency types with the revelation that DM is not the F-Troop of the ad industry. Was promoted from ACD to Big Cheese, named to Executive Committee, made a Vice President and given a parking spot. Safe to say I enjoyed this period in my life.

in case you're still reading

All claims of lunacy - successful or otherwise - are, in fact, googleable:
<http://www.google.com/search?hl=en&q=betsy+dee&btnG=Google+Search>