

# Robert Kreger

COPYWRITER / CREATIVE INSTIGATOR

Spanish Fort, AL

EXPERIENCED WRITER/CREATIVE MANAGER

[rkreger@bellsouth.net](mailto:rkreger@bellsouth.net)

251.209.3306 office

Idea innovator and marketing manager delivering innovative solutions to marketing/advertising challenges that deliver proven results.

- As a writer, creative director and manager, I combine words and visuals in evocative ways that have made people think and talk about products and services in new ways
- Solid experience in finding creative solutions to communications problems, writing for print, broadcast, web and guerrilla tactics, as well as broadcast production and hands-on management
- Big-picture thinking has resulted well-defined core issues and highly effective outcomes
- Team-oriented, with a high regard for the input of others that has earned trust and respect

On LinkedIn

[www.linkedin.com/in/robkreger](http://www.linkedin.com/in/robkreger)

Skills

## Skills

The BIG Idea • Creative Concepts • Brand Strategy • Naming (Venues, Promotions, Etc.) • Positioning Lines • Print Copy • TV / Radio / Video Scripts • Audio / Video Production • Website Copy • Online Advertising Copy • Email Blasts • Social Media Blurbs

Experience

Owner

Spanish Fort, AL  
May 1999 - Present

## Kreger Creative Advertising

Creating innovative marketing solutions to bring exciting new successes to my own clients.

- Relationship driven by earning clients' trust as a proven, dependable resource—the most important elements
  - Blending strategic marketing analysis, copy writing, art direction, media placement and production management to maximize impact, especially for smaller budgets
  - Saw outstanding results and growth for several clients, and was instrumental helping Mobile Symphony become one of the leading arts organizations in the South
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Senior Writer/Producer

Mobile, AL  
Dec 2004 - Nov 2009

## Lewis Communications

Creating concepts, writing copy and directing broadcast production that sells and builds clients and new business at a regional, \$60+ million advertising agency.

- Instrumental in creative solutions that landed some of the Agency's largest clients
- Assisted in the development of new cooperation and team efforts between Creative and Account Service
- Managed other writers and worked closely with art directors to produce successful, award-winning campaigns for a wide range of clients
- Major agency accounts included UVA Health System, Sandestin Hilton and high-end real estate

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Creative Director/Senior Writer

Mobile, AL  
Aug 1992 - May 1999

## Kreger White Edeker Platt, Inc.

Helped build a successful ad agency from the ground up, while managing its creative department.

- Developed creative concepts that helped us grow from 0 to multi-million in billings
- Managed creative staff and streamlined production/traffic flow
- Helped launch new careers of some highly successful individuals
- Secured new business and managed accounts that added significantly to income
- Major agency accounts included the Senior Bowl, Century 21 (Southeast Division), Carrier and ATI

### Education

B.A. English (Literature & Communications)

New Orleans. LA

## University of New Orleans

### Partial Client List

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### AUTOMOTIVE:

Coastal Ford  
Gulf Coast Chevy Dealers  
Gulf Coast Chrysler/Jeep  
McConnell Automotive  
McIlwain Cadillac  
Spring Hill Toyota  
U-J Chevrolet

### BANKING/INSURANCE:

Altus Bank  
Bank of Mobile  
BankTrust  
Bay Bank  
Citizens Bank  
First Baldwin Insurance  
Guaranty Bank  
MAX Federal Credit Union  
Metropolitan National Bank  
Pan-American Life Insurance

### CASINOS/GAMING:

Boomtown Casino Bossier City  
Boomtown Casino Hew Orleans  
Boomtown Casino Reno  
Boot Hill Casino  
Casino Pauma  
Harlow's Casino Resort & Spa  
Island View Casino Resort  
Jena Choctaw Pines Casino  
Lone Butte Casino  
Riverwalk Casino Hotel  
Vee Quiva Casino  
Wild Horse Pass Hotel & Casino

### CONSUMER GOODS/SERVICES:

Adler's Jewelers  
Bel Air Mall  
China Doll Rice  
Crystal Foods  
DigiPH PCS  
Equipment Sales Corp. (Carrier)

Faith Academy  
Filtration Manufacturing  
Gulf Telephone  
Greer's Food Tiger  
GRCMA Early Childhood Directions  
Hand-Arendall, L.L.C.  
Integrity Music  
John-Richard Co.  
Lysol Air Filters  
McKemie Place  
Mississippi Power  
Mobile Airport Authority  
Mobile Regional Airport  
Morrison's  
Mobile Area Water & Sewer System  
Mobile Gas  
Ozone Spring Water  
Pet Friendly  
QMS Printers  
Richard Pate & Associates  
SEAC Parent Assistance Center

#### ENTERTAINMENT/TOURISM:

Fairmont Hotel  
Hilton Sandestin Beach  
Lucky Pierre's  
Mobile Bay Convention & Visitors Bureau  
Mobile Symphony  
National Museum of Naval Aviation  
Pat O'Brien's  
Pensacola Symphony  
Senior Bowl  
State of Louisiana Tourism  
THE Beach  
Visko's Restaurants

#### HIGH-TECH/BUSINESS SERVICES:

Accelerated Technology  
Applied Reimbursement Techniques  
Chapura, Inc.  
Data Management Archives  
E.P. Dine  
Integra Systems Design  
Software Technology, Inc.  
SONICS, Inc.

#### INDUSTRIAL:

American Environmental  
Austal USA  
Barnhart Crane  
Cooper/T. Smith  
David Volkert & Associates  
Engineered Refrigeration Systems  
GAT Airline Ground Support  
G&K Services  
Industrial Valve  
New Orleans Cold Storage  
Odyssea Shipping  
Rogers & Willard  
S&S Sprinkler Co.  
SIS Industrial Services  
Taylor-Wharton

#### MEDICAL:

Applied Reimbursement Techniques, Inc.  
CA/RE Professional Services  
Cardiology Associates  
Charter Medical  
Custom Healthcare  
Evergreen Medical Center  
Lakeside Hopital  
Mercy Medical  
Parker Dental  
Springhill Memorial Hospital  
SUNY Upstate University Hospital (Syracuse, NY)  
Trinity Medical Center  
UniTherapy, Inc.  
University of Virginia Health System  
USA Heath System College of Medicine  
USA Mitchell Cancer Institute (MCI)

#### REAL ESTATE/RESORTS:

Artisan Lakes  
Beach Colony West  
Brett-Robinson  
Caretta Dunes  
Causeway Corporate Center  
Century 21  
Emerald Grande  
Five Waters  
HarborWalk Village  
Head Company

Home Builders Association of Metro Mobile  
Infinity Homes  
John Howard Companies  
Ladera  
Lake Toscana  
Magnolia Bay  
Marlin Bay  
Meyer Real Estate  
Perdido Yacht Club  
Place St. Charles  
Riverview/Shadowlake Apartments  
Seigen Woods  
Snug Harbor  
St. Joe Co.  
St. Johns Forest  
Taylor-Woodrow  
Trentino  
Victoria Park  
Vista Del Mar  
Weichert Real Estate Co.  
Westminster City Center  
Xerox Centre

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