

KEVIN HELMS

Writer

562.522.3777 ♦ CopiousNotes@gmail.com

Truck Nation home high milers get rewarded read stories from other truck owners submit your story upcoming events join ToyotaOwnerOnline all-new '07 Tundra

Your Story Must Be Told.

From Toyotas handed down through generations, to the guy who wished he could marry his truck, every story is a great one. If your Toyota has made a difference, now's your chance to tell the world.

Tell your story
» over 200K miles

Tell your story
» under 200K miles

TOYOTA

ToyotaTruckNation.com

For the launch of the new Tundra in 2007, Toyota pulled out all the stops. One result was the ToyotaTruckNation.com website, a place for folks with high-mileage Toyotas to swap stories. My copywriting was so persuasive, I went out and bought a Tundra for myself. How's that for a testimonial!

COPY: Anybody who's owned a Toyota knows they don't let you down. And a few folks hang on to 'em over the long haul. Well, after 200,000 miles, you get bragging rights. And this is the place for swapping stories about high-miler, die-hard Toyota trucks.



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Animated Flash Banners, Email Blasts, etc.

One of my clients required a high volume of monthly internet revisions. I wrote monthly banners (including animated Flash banners, as above), email blasts and newsletter updates. I developed a system to make it easy to stay on top of this high-volume, recurring workload. Then I trained a junior writer to get the job done, and called it a day's work.

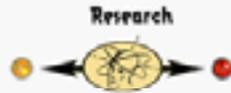


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Horst builds his own motorcycle from the ground up. An avid off-road racer, Leitner combines engineering prowess with hard-won knowledge of how to compete against the giant Japanese companies. Leitner's work, for the American company ATK, results in a full line of high-end off-road motorcycles and a stack of impressive reviews from riders and motorcycle magazines. ATK motorcycles dominate 4-stroke National Motocross through the 1980s, making first overall in the famous Barstow to Las Vegas desert race and winning their class in the BAJA 1000. Today, ATK still builds high-end off-road motorcycles.



AMP-Research.com

Horst Leitner, founder of AMP-Research, is always on the go. He's got an ever-changing product line, but when we launched his first website, he manufactured high-end mountain bikes, including one that was badged as a Mercedes-Benz. Our creative approach was tech-heavy, and caught the attention of *Critique* magazine, where it was featured in "The Big Crit" issue.

COPY: An avid off-road racer, Leitner combines engineering prowess with hard-won knowledge of how to compete against the giant Japanese companies. Leitner's work, for the American company ATK, results in a full line of high-end off-road motorcycles and a stack of impressive reviews from riders and trade mags....



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Mercedes-Benz G-Class Launch

Everything clicked for the U.S. launch of the Mercedes-Benz G-Class. Our concept, “The First 100 Days with Your G-Class,” lent itself to an interactive look and feel, with a variety of elements to check out. The result was a brochure that was featured in *Graphis*, *Communication Arts*, and took home the gold in the International Automotive Advertising Awards.

HEADLINE: IT'S NOT HOW MANY DAYS ARE IN THE WEEKEND.
IT'S WHAT YOU DO WITH THEM.

COPY: The G-Class can haul up to 7,000 lbs. The V-8 churns out 336 lb-ft of torque, so it can easily shoulder a ton of towing. OK, three and a half tons. That's a lot of boat. Or jet skis. Or snowmobiles. Suffice it to say it'll tug your toys, no problem.



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When you own a Lexus, people understand instantly that your expectations of quality are uncompromising. In this year's Lexus Collection, you will find we've upheld an equally high standard of excellence. Each item has been thoughtfully chosen as an example of the very best of its kind. Each celebrates a craft in its purest form, and each demonstrates how design can elevate the merely functional to the truly exceptional. Enjoy.



The Lexus Collection 2007

The copy assignment for the Lexus Gifts & Accessories Catalog included naming many of the items in the catalog, in accordance with client direction. The copy was also featured online, at TheLexusCollection.com.

COPY: When you own a Lexus, people understand instantly that your expectations of quality are uncompromising. In this year's Lexus Collection, you will find we've upheld an equally high standard of excellence. Each item has been thoughtfully chosen as an example of the very best of its kind. Each celebrates a craft in its purest form, and each demonstrates how design can elevate the merely functional to the truly exceptional. Enjoy.



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SPYGLASS HILLS

Discover the treasures of Spyglass Hills, crowning the peak above Carlsbad. Each home is a true gem, with breathtaking surroundings and plenty of room to roam.

from the mid \$600s

Upon entering the community of Spyglass Hills, you'll be delighted by the allure of your surroundings. Diverse architectural elements give each home a distinct character and charm, complemented by breathtaking vistas and countless amenities. And at the doorstep of your elevated community, you'll find all the inviting lifestyle of Carlsbad.

Shea Homes
Caring since 1881

1.800.834.SHEA (7432)
www.sheahomes.com

SheaHomes

My work in the field of mortgage and real estate includes extensive work for the JF Shea family of companies, including hardscape, softscape, interiors, insurance, and a brochure providing a thorough overview of the mortgage process. I also wrote the original website for FranklinFinancial.com, which also provided a comprehensive picture of the product.

COPY: Discover the treasures of Spyglass Hills, crowning the peak above Carlsbad. Each home is a true gem, with breathtaking surroundings and plenty of room to roam.

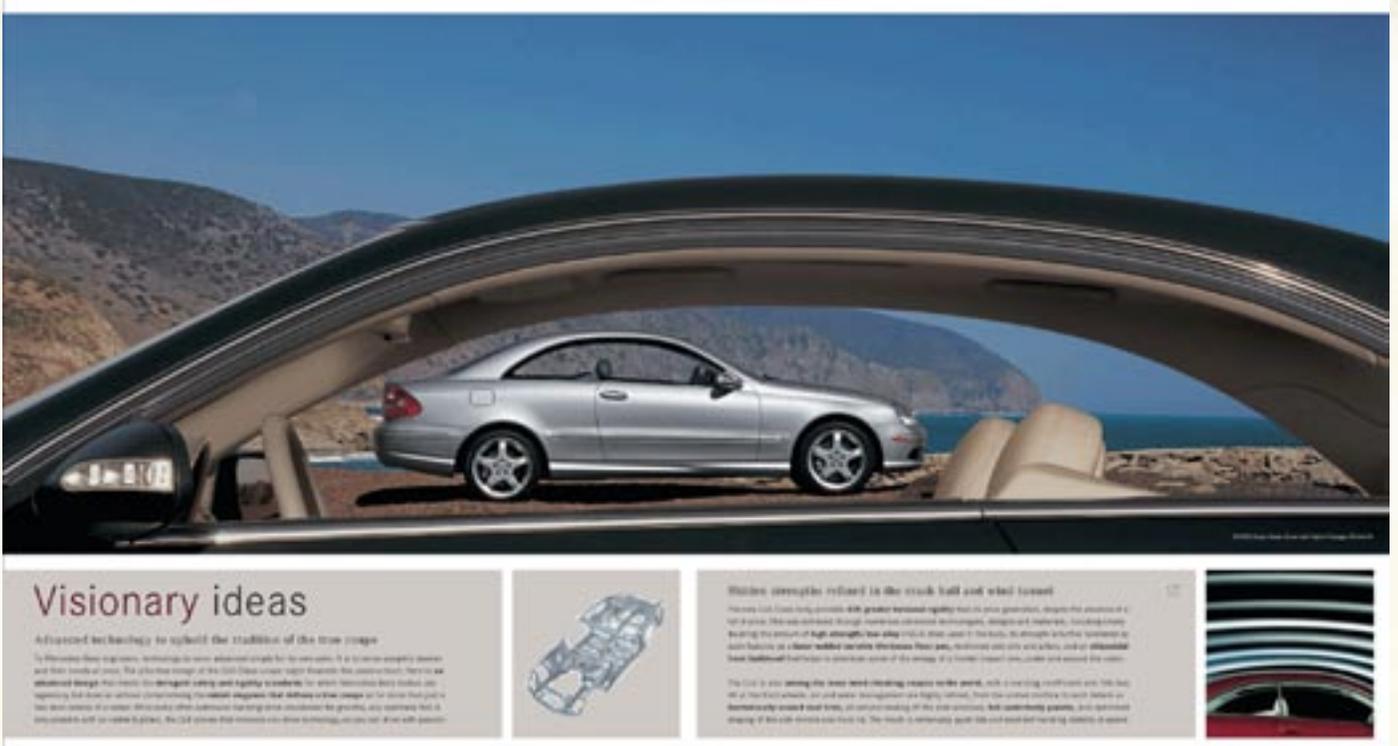


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Mercedes-Benz CLK-Class Launch Brochure

For me, there are few greater joys than kicking concepts around as part of the art of the creative process. This brochure is one of many where the client selected the concept developed by my Art Director-partner and I over competing designs, in some instances for an entire model-year of brochures, as for Suzuki in 2006.



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Mercedes-Benz Direct Mail

If you've got a good product, there's no need to swing a hammer — just add the right frame and quality sells itself.

HEADLINE: We've got the gear that's good to go.

COPY: Mercedes-Benz has always been synonymous with comfort and refinement on the road. Now you can take that feeling with you wherever you go.



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Writer

This seasoned copywriter combines the wisdom of experience with a youthful spirit. Entertaining a diverse client base, his work has garnered national and international recognition.

He's written a wide range of websites, point-of-sale marketing, print, direct-mail materials and more. Whatever the assignment, near or far, you've found a most insightful soul here to help tell your story.

Contact

CopiousNotes@Gmail.com
562-522-3777

Online portfolio: www.CopyCaravan.com

Résumé, p. 1 of 2

2000–present

Freelance Copywriter & Editor

Provided copywriting and creative direction.
Developed winning pitches.
Edited senior writers and seasoned authors.

Clients & Accounts

Creative Productions ToyotaTruckNation.com
Danhausen JFShea.com, Homebuilding, mortgage and financial services
LALive.com Entertainment
Saatchi & Saatchi Toyota.com
TenFold Advertising TheLexusCollection.com
Brand 33 Mitsubishi
Casa Teresa Charitable organization
China Music Entertainment
Colby & Partners Suzuki
Davidson Construction Real estate
Envision Group Isuzu
Epic Brand Group Medical
Franklin Financial Mortgage
Merkley + Partners Mercedes-Benz
Orlando Design Sprint PCS
Sartori Agency Roehl Transport
Viscent Healthcare

Education

Syracuse University
Bachelor of Arts, English, 1988

Other

Seeing the world, meditating, and editing textbooks for the *Living Values Education Program*, sponsored by the UN in over 70 countries (livingvalues.net)



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1993–2002

The Designory, inc.
Long Beach, California

Copywriter

Concepted and wrote luxury car brochures, direct-mail materials, point-of-sale advertising, web sites, interactive programs, event promotions, and promotional materials.

Clients

Mercedes-Benz
Nissan
Sundance Film Festival
AMP-Research.com

Awards

2003 *Graphis* Brochures Annual
2003 *Communication Arts* Design Annual
2002 *Communication Arts* Design Annual
Critique Design Annual
The Beldings' Belding Bowl
International Automotive Advertising Awards
Gold & Silver

Résumé, p. 2 of 2

The Designory, inc. (cont'd)

Promoted from: Proofing Department Manager / Computer SuperUser

Trained junior writers.
Interviewed, hired, trained, and supervised editors.
Documented department, team, and company procedures.
Oversaw growth of editing staff to keep pace with 500% company growth.
Attended 500+ press checks.

Served as Product Specialist for Mitsubishi; provided product support to other automotive teams.

As SuperUser, performed troubleshooting of hardware and software issues, installls etc.

Also promoted from: Proofreader / Editor

Additional Clients

Porsche
Mitsubishi
Oldsmobile
Saab.com
Subaru

Online portfolio: www.CopyCaravan.com

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