



**Bob Wassom.**

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## FREELANCE WRITER

### **Creative Concepts & Campaign Strategies / Integrated Communications / Brand Development / Compelling Copywriter**

Savvy, award-winning copywriter. Talent and know-how to move sound strategic planning into creativity that gets results. Skilled writer and producer in all media including TV, radio, print, outdoor, collateral, web content, SEO, Social Media, blogging and Email marketing. Industry experience includes insurance, health care, tourism, resorts, mining, manufacturing and more.

**Key Skills:** Superior, compelling writer. Smart, creative executions. Exceptional people skills. Hands on performer. Integrated communications strategies. Quick, conceptual thinker. Natural innovator. Effective team builder. Action-oriented.

**BA,** Journalism, Utah State University. **Awards:** Numerous local and national awards for creativity from Communication Arts, Utah Advertising Federation, the American Advertising Federation, and others.

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## CAREER HISTORY

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**Freelance Writer/Consultant/Volunteer,** 2006 to present. Freelance writing for Disaboom.com, Shell Vacation Properties, Wasatch Journal, SirsiDynix, Verving.com and others. Contract consultant for AARP involved in communications and event planning. Volunteer Marketing Committee for National Ability Center. Awarded Volunteer of the Season. Advisory Board member for Salt Lake County Adaptive Recreation. Founding member of Utah Chapter of Christopher and Dana Reeve Foundation. Communications Director for Gamma Kappa Chapter of Sigma Chi Alumni Foundation, responsible for email marketing to raise funds for Chapter House capital campaign.

**Executive Vice President,** Riester-Robb Advertising, 2003 to 2006. Managed \$14M in budgets of key clients for this \$49M agency.

**Executive Vice-President, General Manager/Denver** Riester-Robb, 2002 to 2003. Opened new Denver office with full P&L responsibility; managed five-staff and \$5M budget and major account.

**Senior Vice-President,** Riester-Robb Harris & Love, 2001 to 2003. Developed and executed multi-media advertising campaigns and collateral materials. Co-managed creative department.

**Senior Vice President, Creative Director,** Harris & Love Advertising, 1984 to 2001. Built and managed creative department of 15 and \$5M budget. Wrote and created numerous ad campaigns as writer and producer.

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## SELECTED ADVERTISING AGENCY ACCOMPLISHMENTS

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**Delivered record-breaking sales with award-winning campaign for Deer Valley Resort.** Client wanted to capitalize on status as a major venue for the Olympic Winter Games. Proposed the concept for a national campaign “Even the mountain has goose bumps” with a photo showing a ski run covered with moguls. Won the clients praise as well as prestigious creativity awards. Featured the theme in all collateral and promotions, and delivered record-breaking sales.

**Turned lemons to lemonade and won Park City resort’s \$2M account.** Tourism revenue dropped during the “mud months” of March through May for resort town and prospective client Park City, Utah. Proposed turning mud into money with “Muddy Gras”—a celebration of mud promoted with lodging rates, musical performances by groups like The Nitty Gritty Dirt Band, a “Tournament of Mud” parade, “mud pie” served in all the restaurants and other festivities. Agency won the business and retained the \$2M account for ten more years.

**Teamed music of U2 with voice of Jim McKay to drive increase in Utah tourism.** Client State of Utah expected a major return on a national media blitz promoting the state’s Olympic Winter Games. Co-created 60-second TV spot featuring U2’s “Streets With No Name” music and the voice of Olympic personality Jim McKay. Negotiated limited song rights, produced the music and co-edited the spot, which aired in top national metro markets of New York, Chicago and Los Angeles during the Academy Awards television broadcast.