**MARK WEIHER, words**

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As a writer and conceptor of B2B, B2C, Digital, Shopper and Above-The-Line work,
I understand the power of solid ideas and how they can perform exceptionally well
for clients. Just as important, I know how to lead a team to take good ideas and make them better. No matter the format, from shopper to digital, promotion to direct, I love solid writing and new ideas that get great results.

**Recent Work Experience**

*Arc, 2023 - Current, ACD*

In my current position, I direct a team of copywriters and art directors across a variety of projects for Unilever, ranging from onsite and offsite digital media, radio, print, social and in-store programs for brands such as Ben & Jerry's, Dove, Degree, Klondike and more.

 *Guaranteed Rate, 2019 -2023, CD –* In-House

Directed a team of art directors and copywriters in the creation of social posts, print ads, collateral and broadcast elements for the 2nd-largest mortgage company in the country.

*Geometry Global, 2010 – 2018 ACD Copy –* BtoC / Digital / Shopper

Here, I persuaded shoppers to buy things they didn’t even know they needed. Jim Beam, Heineken, Kraft, Tom’s of Maine and Oreo are a few of the clients for whom I created successful, award-winning programs both online and off. (Like the “Most Interesting Man March Madness” program for Dos Equis that lifted sales 12,000%). For the majority of my time in this position I led a team of writers and art directors on numerous projects from start to finish.

*Noble, Chicago, ACD Copy –* BtoB / QSR

Concepted and wrote for a variety of foodservice clients including Otis Spunkmeyer, Cattlemen’s BBQ, Frank’s RedHot, Cousins Subs and all new business pitches.
Work covered a wide range of formats, including broadcast, print, web, and promotions.

*UniCom Marketing Group, Chicago, Senior Writer –* Above The Line / BtoB / BtoC

Small agency, big clients. As the company’s only writer, I got to dive into some big projects including BtoB and direct mail for DaimlerChrysler, First American Bank, and a health
insurance company.

*Draft Worldwide, Chicago, Senior Writer –* BtoC / National Promotions

WIN! FREE! SAVE! A dip into the world of promotions. Was the sole writer for all M&M/Mars candy—Twix, Milky Way, Snickers, M&M’s, with promotions and new product launches the focus. Projects had a large range of components, from on-pack to national promotions to videos and sales materials.

**Random stuff that makes me sound interesting**

I’ve won multiple awards in just about every category.

I once blew up a microwave oven with an egg. True story.

I can tell you the world’s best joke.