

BILL HERMAN

Senior Copywriter

Specializing in building brands with long-term relationships and creating campaigns from concept to production.

my website: <http://uellendahl-herman.com>

25 West 13th Street, Apt. 5G South, New York, N.Y. 10011 Home: 212 924-8655
Cell: 646 912-1063 mrbillherman@gmail.com

VP Senior Copywriter Greynyc 1982-2009

Helped grow Slim-Fast from a diet-powder to a varietal offering with ready-to drink cans, meal bars and snacks. Advertising launched new flavors and forms and targeted specific demographics. It became a 2.4 billion dollar brand. Spent over fifteen years on Hess creating stand-out advertising that sold out the Hess Toy Truck every year. In 2008 we sold over 1.6 million units in under 6 weeks... a new record...and an untouchable number in the toy category. Launched the Hess Express brand with television, print and radio.

Unilever: Slim-Fast drinks, bars and meals

Hess Corporation: Hess Toy Truck; Hess Express

Playtex Corp: Banana Boat; Binanca; Playtex Gloves; Woolite Carpet Cleaner

Procter and Gamble: Joy Dishwashing Liquid; Downy; Febreze; Jif

Eli Lilly: Humalog; Strattera;

GlaxoSmithKline: Polident; Geritol; Sucrets

Novartis: Maalox

Boehringer Ingelheim: Dulcolax; Flomax

Domino's Pizza

Drackett: Windex; Drano

Mennen: Hawk Cologne; Baby Magic

Copywriter William Esty 1980-1982

Nissan: Cars and Trucks

American Home: Dristan; Anacin

Colgate Palmolive: Irish Spring, Fab, Dermassage Dishwashing Liquid

Chesebrough-Pond's: Vaseline Intensive Care Lotion; Pond's Cold Cream

Nabisco: Milkbone Dog Biscuits; Tuna Twist Sandwich Mix

Education

Master of Arts-Communications- NYU

Bachelor of Arts- Newhouse- Journalism-Syracuse University