

NubbyPencil Resume

3542 23rd St. #6 S.F., CA 94110 • 415-550-0408 • Mike@NubbyPencil.com

VIRTUAL

1993-Present

Burger Joint 807 Valencia St. S.F., CA (3 units)
Projects: Do integrated marketing in support of new franchisees
Work: Strategy and Plan, Radio, Print, Promotion, Web

Double Rainbow Ice Cream 275 South Van Ness Ave. S.F., CA
Projects: Introduced “The Amazing Freezer Bag” at retailers
Work: Point-of-Purchase Idea and Display

JLC General Contractor 131 Stony Circle, S. 300 Santa Rosa, CA
Projects: Brand the company and produce identity package
Work: Logo/Tag, Brochure, Direct Mail, Promotion, Press Kit, Web

RLA Architecture 14 Arrow St. Cambridge, MA
Projects: Position firm, develop RFP, reach higher education
Work: RFP Text/Design, Mailer, Trade and Residential Print Ad

Tamimi Design Associates 564 El Dorado Ave. Oakland, CA
Projects: Create image for Cal Glass Supply, Lafitte Beverage Packaging
Work: Trade Print Ads

1991-1992

Rainoldi Kerzner & Radcliffe 343 Sansome St. S.F., CA
Projects: Oral-B (Advertorials, Indicator Toothbrush, Prophy Paste)
Work: Trade Print Ads and Direct Mail

INTEGRAL

2000-2001

Brandfusion Integrated Marketing 335 Powell St. S.F., CA
Accounts: Fresh Choice Restaurants, NetStream, Return Path
Work: Ad Campaign/Collateral, Trade Show, Email/Web Promotion

1998-2000

RD/FOX Direct Response 22 Battery St. S.F., CA
Accounts: Simply Postage (Neopost), U.S. Wireless Data
Work: Small Office/Home Office & Retail MarCom, Trade Show Promotion

1992-1998

Wolfe/Doyle Advertising 2728 Hyde St. S.F., CA
Accounts: Spice Islands, FOX Sports, CNBC Network, TCI Cable
Work: Consumer/B2B Branding, TV, Radio, Print and Direct Mail

EATABLE

1989-1991

Ketchum Communications 55 Union St. S.F., CA
Accounts: Beef Industry Council, California Raisins
Work: Sales Plan, Recipe Booklet, Newsletter, Restaurant/School Promotion

1986-1989

Devine & Partners Advertising 99 Osgood Place S.F., CA
Accounts: Del Monte (canned fruits/vegetables, pineapple, Hawaiian Punch)
Work: Sales Brochure, Direct Mail, Newsletter, Volume Purchase Plan

Mike Luchetti, Principal

