

## John W. Love, Jr.

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## COPYWRITING | CREATIVE DIRECTION

### SKILLS | WORK ENVIRONMENTS

television	bios, profiles, portfolios
radio	product branding
animation	capabilities brochures
print advertising	press releases
internet sites	direct mail
package design	retail, in-store directives
corporate branding	creative strategies
product branding	creative consultation

### CLIENTS | AGENCIES

#### Afro-American Cultural Center

"...mocha regions..." press and marketing kit  
"Pouring My Own Tea" press and marketing kit  
National Black Bankers event

#### Beck Imports

Mercedes Benz campaign  
Restaurant/valet parking campaign

#### Charlotte Repertory Theatre

CMS Educational Initiative  
Festival of New Plays

#### Club Myxx

Studio Myxx Features campaigns  
Club Myxx Opening campaigns

#### Diane Hughes Photography

Promotional campaigns

#### f2m2 - Fast Forward Multimedia

Universal Records  
Godsmack  
Canibus  
AfroMan  
98°  
film - "All About the Benjamins"  
Unified Theory - 3:33 Music Group

#### Gary Hixson Design

Brick Association of the Carolinas / brochure  
Brick Association / barrier wall pamphlet  
Brick Association / architect profiles

#### The Göteborg/San Francisco Projekt, Göteborg, Sweden

featured artist profile  
poster campaign

#### The Guerrilla Mail Project

"The Principles" campaign  
"Use a Condom" campaign

#### Högni Sigurthorsson/Diana Storåsen Cyber Café, Sweden

"the interview" - experimental performance  
"the performance" - experimental performance

print

web

radio

television

packaging

film/video

CLIENTS   AGENCIES	continued	print	web	radio	television	packaging	film/video
IndieVision	Charlotte Area Transit System (CATS)	•	•	•	•		
	CSR Travel Nursing	•	•	•	•		
	NC Air Awareness Campaign			•			
	RedSky Gallery	•	•	•	•		
Innovative Theatre	company profile	•					
	featured artists profile	•					
	press and marketing kit	•		•			
Lippi & Co. Advertising	Mountain Gear/Tri-Mountain	•					
	PAM Fastening Technologies, Inc.	•					
	Crowder Construction Company	•					
Luquire George Andrews, Inc.	Solutia/anti-microbial fibers branding	•					
	Solutia/micro-fibers branding	•					
MEE Productions, Inc.	The "Looking for Love" project				•		•
	Agouron (Pfizer) /HIV prevention				•		•
	HIV prevention/African-American youth	•			•		•
	Kwanzaa						•
	Emergency Contraception campaign			•			
McCaskill Design	CEO - contemporary executive office	•					
	F3DR/FabRep	•					
	awc - interior architectural products	•	•				
	Dress for Success	•					
Poseidon Incorporated/Club Mythos	The Amsterdam "Glam Troopers"	•	•	•			
	Deney Terrio & Motion	•	•	•			
	Nina Goede	•	•	•			
	Planet Soul	•	•	•			
	Miss Kitty's Playhouse	•	•	•			
	Ru Paul	•	•	•			
	Morris Day & The Time	•	•	•			
	Roger Troutman & The Zapp Band	•	•	•			
	Multiple Sclerosis campaign	•	•	•			
Spike Design	West Point Stevens	•	•			•	
	CMI - Chatham Industries	•	•			•	
	Beauty Rest	•				•	
	Outlast	•				•	
	Grayson/Thermafuse	•				•	
	Wal-Mart			•			
	Ellis Hosiery	•					
	Pillowtex	•					
	A Child's Place	•					•
	The Great Aunt Stella Center	•					
Windswept Pacific Music Publishing/Maceys Melodys	Nailáh - singer/songwriter	•	•	•	•		
Zaccho Dance Theatre	"What Dreams Lie" - performance event	•	•				
	Bayview Hunters Point - educational collateral						

CREATIVE ABILITIES

Mediums	theatre, film, television, radio, literature, art, music, the web, experimental multimedia
Writing	published poet, playwright, screenwriter, essayist, songwriter, lyricist, short fiction writer
Visual	assemblage, sculptor, conceptualist, collaborator, project director, performance artist
Performance	actor, vocalist, voice-over talent, dancer, choreographer, director, producer
Educator	literacy, theatre, acting, voice and speech production, dance, movement, creative expression
Administrator	project direction, typing-50wpm, Microsoft Word

ASSOCIATIONS | EDUCATION

SAG	Screen Actors Guild
AEA	Actors Equity Association
The Guerrilla Mail Project	art and healing initiative founder
New River Dramatists	playwright, facilitator, core member
Arts and Science Council	fellowship and grant recipient, grant panelist, auxiliary committee member
McColl Center for the Arts	artist residency recipient
Headlands Center for the Arts	artist residency recipient
The Light Factory	former board member
BFA	Communications and Theatre, UNC-Greensboro, Magna Cum Laude