

LARRY STERN

EXPERIENCE:

2009 - Present

Self

Royal Oak, MI – Freelance Writer / Producer

- Develop written materials across a variety of media including television, radio, outdoor, newspaper, direct mail, web, live, and point-of-purchase materials that communicate clear, relevant messages for my clients
- Produce television and radio commercials
- Develop and present creative materials to clients

2007-2009

Berline

Bloomfield Hills, MI – Senior Writer / Producer

- Developed written materials across a variety of media including television, radio, outdoor, newspaper, direct mail, web, live, and point-of-purchase materials that communicated clear, relevant messages for Art Van Furniture, DTE Energy, Credit Union ONE, Michigan Credit Union League, Greektown Casino, Buffalo Wild Wings, Bagger Dave's, Children's Leukemia Foundation of Michigan, and Cornerstone Schools
- Designed, wrote, edited and produced single and multiple creative platforms throughout entire development processes from concept through completion under extremely tight deadlines with minimal supervision, consistently under proposed budgets
- Developed and presented creative materials to clients
- Supervised commercial edits and shoots

1997-2007

J.W.T. Team Detroit

Dearborn, MI - Senior Writer / Producer

- Developed written materials across a variety of media including television, radio, outdoor, newspaper, direct mail, web, live, and point-of-purchase materials that communicated clear, relevant messages for Ford regions from coast to coast
- Designed, wrote, edited and produced single and multiple creative platforms throughout entire development processes from concept through completion under extremely tight deadlines with minimal supervision, consistently under proposed budgets
- Developed and presented creative materials to Ford dealers and regional boards
- Supervised commercial edits and shoots
- Trained new and junior producers

1994-1997

The Ad Team

North Miami, FL – Copywriter

- Developed written materials across a variety of media including television, radio, outdoor, newspaper, direct mail, and point-of-purchase materials that communicated clear, relevant messages for the South and Central Florida Chevrolet Dealers as well as several other tier 3 dealers including Rick Hendrick Automotive, Germain Dealerships and Maroone Chevrolet and Maroone Dodge
- Designed, wrote and edited single and multiple creative platforms under extremely tight deadlines with minimal supervision

1993-1994

Zimmerman & Partners Advertising

Ft. Lauderdale, FL – Copywriter

- Developed written materials across a variety of media including television, radio, outdoor, newspaper, direct mail, and point-of-purchase materials that communicated clear, relevant messages for Mitsubishi regions across the country
- Designed, wrote and edited single and multiple creative platforms under extremely tight deadlines with minimal supervision

AWARDS:

2004

Telly Awards – Finalist

- Ford Television "Welder"

2003

Telly Awards – Finalist

- Ford Television "Taking it to the Streets"

**EDUCATION /
CERTIFICATIONS:**

Wayne State University, Detroit, MI - Telecommunications
Minor in Radio, Television and Film

Macomb Community College – Technical Report Writing
Certificate of Completion

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