

JILL MURPHY LONG**23 YEARS OF EXPERIENCE****Creative Manager**—Agency Partner, Owner, Executive Creative Director, Senior Copywriter**Creative Director**—Editor, Filmmaker, Director, Producer, Print & Production Manager**Creative Writer**—Copywriter, Publicist, Web Content & Social Media Writer, Scriptwriter, Author, Creative Writing Instructor, adjunct English Professor and Tutor

[To view my e-portfolio, please click here.](#)

EXECUTIVE CREATIVE DIRECTOR / SENIOR COPYWRITER / MANAGER**2008–present***Alpine Events & Consulting, Steamboat Springs, CO and Portland, OR*

Industries: *B2B, city government, consumer, finance, food and beverage, grocer, healthcare, hospitality, legal, performing arts, outdoors, publishing, real estate, tourism, wellness/fitness*

- Created campaigns and wrote content integrated media campaigns.
- Supervised and directed film, video, TV, radio, and print production.
- Created and wrote content for websites and social media.
- Managed staff and freelancers.
- Sourced and hired cinematographers, photographers, hair/makeup, food stylists, etc.
- Art directed and supervised collateral design and print production including outdoor.
- Conceptualized, organized, and managed themed events: collateral, keynote and guest speakers, enrichment workshops, VIP soirées, silent auctions, sponsors, charities, and entertainment.
- Pitched sponsors for donations and participation in fundraising efforts.

Clientele: Colorado Tourism Board, MainStreet Developmental Business Enterprise, Steamboat Springs Business Chamber and Visitor's Center, Land, Farm and Ranch Properties Marketplace, First Cal Mortgage Services, PostNet, Steamboat Symphony & Orchestra, Colorado Mountain College, Epilogue Book Company, Isabella's Gift Catalog, Comb Goddess, and authors.

WEB / SOCIAL MEDIA WRITER

- Conceptualize website's design and branding identity.
- Conducted interviews and wrote profiles.
- Submitted content, proofed, and made revisions to design and layout.
- Art directed photo shoots and uploaded images.
- Wrote social media content.
- Tested products for catalog and included descriptions in social media campaigns.
- Built websites and wrote web content.
- Updated web content regularly with news and for upcoming events.
- Wrote e-publicity.
- Wrote weekly, social media messages for campaigns to drive visits to website.
- Wrote to word count and achieve deadlines.

Comb Goddess <http://combgoddessco.com/>

Isabella's Gift Catalog [Isabella Catalog \[Social Media Campaign\]](#) *Nap-of-the-Month Club*

The Writer's Sanctuary B&B

Multiple Use Managers, Inc. (MUM) <http://www.mumwildlife.com/>

Land, Farm and Ranch Properties

MainStreet Developmental Business Enterprise <http://tinyurl.com/m7hqzuw>

EDITOR / PUBLICIST

- Worked with writers to brainstorm and organize non-fiction books, novels, and cookbooks.
- Facilitated writers' workshops for all genres and levels.
- Researched, wrote, and/or edited writers' non-fiction book proposals.
- Edited draft versions and final manuscripts for traditional and e-book publishing.
- Formatted manuscripts for e-publishing on: Kindle, Nook, iPad, Sony Reader, etc.
- Created promotional campaigns for authors' book tours.
- Drafted author's publicity materials for speaking engagements and websites.
- Wrote authors' profiles and book description for: amazon, b&n, smashwords, etc.
- Directed and managed social media campaigns.

Humor / Memoir

Life in the 'Boat: How I Fell on Warren Miller's Skis, Cheated on My Hairdresser and Fought Off the Fat Fairy...True Tales from Ski Town U.S.A. by Joanne Palmer

The Day I Almost Destroyed the Boston Symphony and Other Stories by John Sant'Ambrogio

Health & Wellness

People With Diabetes Can Eat Anything: It's All About Balance by Jane Dickinson RN, PhD

A Bite of Heaven Cookbook by Torie Christensen RD

Domestic Violence / Inspirational

Behind a Pink Badge: A Harrowing Tale of a Police Officer Held Captive by Her Enraged Boyfriend by Debra Funston

From the Heart of an Abandoned Daughter: My Journey Out of Family Violence by Helen Gennari PhD (Just signed publishing contract.)

Novels

Acid Reign: The Rise of the Eco-Outlaws by Pat Curran

Flicker of a Candle by Stephanie Moos (YA)



FILMMAKER / DIRECTOR / PRODUCER / SCRIPTWRITER

Without WOMEN a film about the power of women's hands.

This short, narrative film covers international issues, contrasting the freedoms handed to women and girls in America against the barriers other females must face every day. By celebrating the inspirational work accomplished by female hands, the aim of this film is to empower women and girls around the globe.

- Wrote and edited scripts for 25-minute film and 3-minute movie trailer.
- Secured guerilla film crew of 6.
- Scouted and booked 20 set locations.
- Contacted and directed 54 actors—including two newborns and a dog.
- Created and managed shooting schedule.
- Filmed 20 scenes in 3 weeks.

- Coordinated wardrobe, props, and catering.
- Supervised soundtrack score, narration, foreign voiceovers and translations, and SFXs.
- Researched art and photo options and obtained permissions.
- Edited rough cut and final production of trailer and movie.
- Created, wrote content, and uploaded images for websites and social media campaigns.
- Wrote publicity and secured coverage.
- Conceptualized and organized short film festival and film's preview.

[To view the movie trailer for Without WOMEN and read our story, please click here.](#)

DIRECTOR / PRODUCER / CINEMATOGRAPHER

“Let's Talk Skiing & Snowboarding COLORADO!”



- Hired by the Colorado Tourism Bureau.
- Wrote script.
- Filmed 2 days at Arapahoe Basin and Copper Mountain.
- Directed 7 athletes: telemarking skiers, alpine skiers, and snowboarder.
- Submitted on time and on budget.
- Marketing applications: podcast, website content, and video at tourism conferences.

View video at: <http://tinyurl.com/n83s9op>

TV PRODUCER & HOST

- Produced and hosted TV show “Books and Company”.
 - Researched potential TV guests and contacted authors.
 - Read authors' books and scripted interviews.
 - Signed sponsor to provide host's wardrobe.
 - Hired photographer and hair/makeup stylist.
 - Interviewed authors live at *Epilogue Book Company*.
 - Arranged travel and accommodations for TV guests.
 - Coordinated, promoted, and hosted 'after filming' party with author for general public.
 - Wrote and pitched publicity for each episode.
 - First aired on RSN's affiliate station TV 18 in Steamboat Springs, Colorado.
 - Planned for syndication statewide and in other, destination resort towns across the U.S.
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ADJUNCT ENGLISH PROFESSOR / CREATIVE WRITING INSTRUCTOR

2008–2011

Colorado Mountain College / Steamboat Springs, CO

- Taught English Composition and Writing and Reading Fundamentals.
- Conducted continuing, educational classes for creative writing.
- Tutored at the college's Learning Lab and with students individually.
- Facilitated writers' workshops for all genres and levels.

AUTHOR

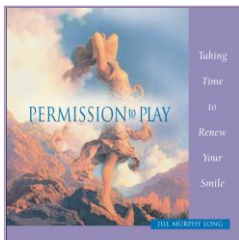
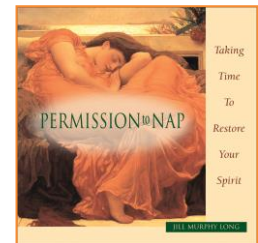
2001–present

Published by *Sourcebooks* and *Portal Publications*.

- Created and wrote best-selling, non-fiction book series.
- Wrote to word counts and deadlines.
- Researched art for book covers and interior art options and presented budgets.
- Worked with design team regarding book series' brand identity and positioning.
- Proofed and reviewed pre-press, print galleys.
- Sold bulk purchases to catalogs, spa resorts, gourmet foods, culinary, body and bath shops.
- Scheduled national author tours: book fairs, literary festivals, bookstores, workshops, and creative symposiums.
- Wrote and produced content for traditional and e-press kits.
- Created book series' website and promotional campaigns for each title's release and tours.
- Formatted and uploaded e-book versions.
- Hired nationwide as keynote and guest speaker and creative writing workshop instructor.

PERMISSION TO NAP: TAKING TIME TO RESTORE YOUR SPIRIT

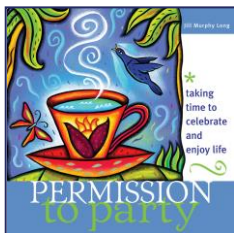
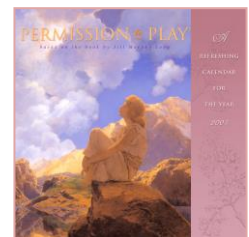
With more than 50,000 copies in the **PERMISSION TO...BOOK SERIES** sold to date, **PERMISSION TO NAP** won the distinguished **Award of Excellence** awarded by the *Chicago Book Clinic* and the **Benjamin Franklin Award** from the *Publishers Marketing Association (PMA)*.

**PERMISSION TO PLAY: TAKING TIME TO RENEW YOUR SMILE**

With a first printing of 20,000 copies, **PERMISSION TO PLAY** was featured in *Los Angeles Times*, *Inside Borders*, *Women's Health & Fitness*, *Delicious Living*, *Christian Science Monitor*, and *Philadelphia Daily News*, etc. Catalogs such as: *Isabella*, *Paragon*, *FeMail Creations*, *Stampington*, and *Victoria Trading Company* also sold this title.

PERMISSION TO PLAY 12-MONTH CALENDAR

The author collaborated with *Portal Publications* to create and produce this wall calendar based on the second title in the book series—and within six months sold out of the 10,000 copies printed.

**PERMISSION TO PARTY: TAKING TIME TO CELEBRATE AND ENJOY LIFE**

Sold in *Jessica's Biscuits* and *Isabella* catalogs and garnered news coverage on *CBS* and *Fox TV*, *NPR* and other syndicated stations plus *USA Today*, *Chicago Tribune*, *Dallas Morning News*, *San Diego Union Tribune*, *Santa Fe New Mexican*, *Greenville News*, *Laguna Beach News*, and specialty trade magazine, *Giftware News*.

OWNER / EXECUTIVE CREATIVE DIRECTOR / SENIOR COPYWRITER MANAGER 1993–1997
The Ad Group / Newport Beach, CA

- Pitched new business and managed existing clientele.
- Supervised in-house creative team and hired freelance copywriters, designers and illustrators.
- Designed brand name identities and marketing positioning.
- Created advertising, marketing, and public relation campaigns.
- Wrote copy to word counts and achieved deadlines daily.
- Sourced and provided translation services for international accounts.
- Hired photographers and cinematographers and art directed video and photography shoots.
- Screened and hired talent including: models and actors, hair/makeup and food stylists.
- Scouted and secured props, music, and set locations.
- Managed production for video, radio, collateral, and outdoor.
- Researched, presented, and negotiated media buys and placement.

Clientele: Embassy Suites, Sutton Place Hotels (Canada), Newport Beach Conference & Visitor's Center, Kirkwood Ski Resort, (Graniti)Fiandre (Italy), Chapman Medical Center, Brotman Medical Center, Knobbe Marten Olsen, & Bear, WhiteOak Financial, Chelsea International Properties, Chelsea Mortgage, etc.

PARTNER / EXECUTIVE CREATIVE DIRECTOR / SENIOR COPYWRITER MANAGER 1988–1993
Murphy & Watt Advertising / Irvine, CA

- Managed creative staff plus hired freelance copywriters, designers, and illustrators.
- Brainstormed, wrote, designed, and created marketing and advertising campaigns.
- Created budgets and negotiated media purchases.
- Coordinated photography shoots and print and video production.
- Responsible for new business development and management of accounts.

Clientele: Carl's Jr. restaurants, John Wayne/Orange County Airport, City of Huntington Beach, KKTours International Travel Agency (Japan), DiMare Fresh Produce, Sizzler Restaurants, The Ritz, Toshiba, Microtek Scanners, SC Funding (DiTech Funding), Ernest Brown & Company, etc.

EDUCATION & CERTIFICATIONS

California State University, Fullerton / Bachelor of Arts in Communications

Mental Health Assessment & Intervention issued by Colorado Department of Human Services

First Responder CPR/AED Medic issued by American Red Cross

Hatha Yoga Instructor issued by Yoga Fit, Los Angeles, California

PSIA Ski Instructor issued by Professional Ski Instructor Association of America

TECHNOLOGY: Microsoft Word, Excel, PowerPoint, Outlook, Paint, and Social Media, etc.

DETAILS: Married to passionate runner, who works in finance and together have a daughter, who's also an avid runner and a medical student at NCNM.

INTERESTS: Books, films, travel, mountain biking, road cycling, alpine skiing.