Dylan Barmmer

1555 Mesa Verde Dr. E. No. 36B • Costa Mesa, CA 92626
Web: www.wordisborn.net • E-Mail: dbarmmer@gmail.com • Phone: 858.480.9415



Objective

To join forces with smart and passionate partners to co-create memorable and compelling communications that move hearts, minds and product. To kick the ordinary and boring square in their lazy, lumpy behinds. To have fun while doing great work.

Experience

Raconteur/Founder @ Word Is Born

2004-Present

Word Is Born is a full-service, full-throttle creative copywriting and content marketing company born in Miami, FL and now residing in Costa Mesa, California. We concept and craft impactful, innovative and at-times award-winning work in the realms of advertising, marketing, journalism, poetry and more. Clients have included the NBA's Miami HEAT, Norwegian Cruise Line, Boost Media and Blast Motion. Learn more at www.wordisborn.net.

Wordsmith @ Fang Digital Marketing

2012-2014

Wrote, edited and optimized Google AdWords and Facebook ads, bi-weekly blog entries, e-books, internal branding initiatives and more for Fang Digital Marketing, a strategic consulting group specializing in digital marketing and advertising. Learn more at www.fangdigital.com.

Senior Copywriter @ Wirestone

2006-2010

Served as senior copywriter for the San Diego office of Wirestone, a multi-city, multimedia marketing solutions company. Developed concepts and copy in a variety of mediums for clients such as Apple, Microsoft, HP, Motorola, Nike, Oakley, Limelight Networks, SunCom Wireless, Cabo Wabo Tequila and Deloitte. Worked on 30 brands in four years and was named a Social Media Thought Leader. Learn more at www.wirestone.com.

Marketing Copywriter @ Norwegian Cruise Line

2004-2006

In-house copywriter for the marketing department of Norwegian Cruise Line, the world's third-largest cruise line. Created concepts and copy in an array of mediums, including print, television, radio, web, email, direct mail and promotional. Crafted both consumer- and trade-facing communications. Learn more at www.ncl.com.

Wordsmith @ Southern Brand Collective

2001-2004

Copywriter for full-service boutique advertising agency in Miami, Florida. Helped create concepts and crafted copy in a variety of media for clients like the Miami HEAT, Couples Resorts, Miami Beach Golf Club, The Related Group and blah! Helped create, brand and grow Southern Brand Collective from the roots of Independent Branding Company. Learn more at http://www.wordisborn.net/pdfs/SBC_AGENCY_WORK_BOOKLET_SM.pdf.

Specialist Publication Writer @ The Indianapolis Star

1997-2000

Writer for Direct Publishing, a group created within the marketing department of the then-Indianapolis Star-News to publish specialized, ad-driven newspaper inserts. Wrote and edited Pacers Weekly (3 seasons) and Colts Playbook (2 seasons), covering NBA and NFL beats. Recognized for feature stories on then-Colts rookie quarterback Peyton Manning and Pacers star (and NBA Hall of Famer) Reggie Miller. Also contributed content and information to Sports Illustrated, Pro Football Weekly, The Associated Press, The Sports Xchange and more.



University of Notre Dame

1993-1997

- Earned a B.A. in English with a Minor in Theology
- Graduated with a 3.32 GPA in 3.5 years
- Sports reporter, columnist and associate editor for The Observer student daily newspaper
- Won 1997 Best Sports Feature, Division One, from Indiana Collegiate Press Association
- Studied at St. Patrick's College in Maynooth, Ireland for a full year

Skills

- Close to 20 years of experience in advertising and marketing industries
- Journalistic training, experience and eye
- Expertise and experience in traditional, digital and social media
- Excellent creative, communication, research and presentation abilities
- Skilled at crafting and evolve a memorable and distinct brand voice
- Skilled at juggling multiple projects and meeting deadlines
- Small business owner since 2004

Honors + Awards

- Wrote Miami HEAT TV spots honored and featured by Adweek in 2002
- Wrote blah! TV spot awarded English Broadcast Best of Show at 2004 Greater Miami ADDY Awards
- Published poet and accomplished spoken word performer
- The Poet Laureate of Facebook since 2010
- Prominent and active social media participant and blogger since 2004
- Acted in TV spots for The Miami HEAT and Cartoon Network's Adult Swim, and in three short films
- Worked as a full-time sportswriter from 1997-2001; part-time from 2001 through present
- Covered NBA, NFL, NHL and college football, basketball and baseball for Sports Illustrated, The
 Associated Press, The Tampa Tribune, The South Florida Sun Sentinel, The Indianapolis Star, Pro Football
 Weekly, The Miami HEAT and more