

# THOMAS J. KAYE

## PORTFOLIO

thaliaink.com/work

## EXPERTISE

Corporate video scriptwriting  
Copywriting  
Content development  
Custom website design (Wix)  
Creative/brand strategy  
Creative direction  
Information architecture  
Corporate communications  
Comedy writing  
Technical writing  
Video producing & directing  
Video editing (Final Cut Pro)  
Voice talent

## EDUCATION

UNIVERSITY OF GEORGIA  
BA Journalism/Mass Comm.  
*magna cum laude*  
Advertising major (4.0 GPA)

MIAMI UNIVERSITY  
Honors program  
Studied film production/criticism

## INTERESTS

Learning  
Cinema  
Music  
Astro & quantum physics  
Political science  
Swimming (All-American)  
Water Polo  
Tennis  
Water & snow skiing  
Travel  
Journalism  
Screenwriting & blogging

## REFERENCES

Furnished upon request

## PROFILE

My pledge to forge inspired, potent, and most importantly, effective video scripts, websites and copy is backed by over twenty-five years of experience (agency-5 years). Recognized as: an exceptionally clever writer with an ability to compose in a variety of styles/voices and comfort tackling assignments on any subject of any length in any medium – an accomplished professional with a unique amalgam of concept-to-completion expertise – a client-pleasing strategic and conceptual thinker – always amiable and organized

## EXPERIENCE

### THALIA Ink. STUDIOS

Creative Director

Atlanta/Washington D.C. 1997- Present

A one-man creative boutique that provides its thoroughly diverse clientele with agency-like creative solutions to branding and marketing challenges on a freelance basis. The mission: communicate the poetry in the product.

Corporate Video Scriptwriting & Communications | Custom Website Design & Building (Wix) | Web/Social Content | Advertising Copywriting (including Motion Picture & Political Advertising) | Documentaries | Voice Talent | Editing

Projects executed for clients that include: GE, Raytheon, Coca-Cola, Disney, Warner Brothers, 20<sup>th</sup> Century Fox, Publix, FedEx, NAPA, Home Depot, AJC International, AT&T/BellSouth, Celebrity Cruises, Manheim, Alcon, McKesson, Interval International, RaceTrac, Sandvik, ABB, University of Phoenix, The Weather Channel, 1220 Exhibits, ebank, Forethought, Battelle

- o Wrote and produced the regional Emmy-nominated PBS documentary *Transformed By Flame: The Glass Art Of Frabel*
- o WESTWAYNE (22squared)  
Content Developer (6-month contract)
- o MURPHY PUTNAM POLITICAL MEDIA  
TV Commercial Writer-Producer-Director (6-month contract)

### McCANN-ERICKSON

Copy Supervisor/Senior Copywriter

Atlanta 1996-1997

Wrote and supervised television, radio and print advertising. Headed the Rhodes Furniture creative team that held market share when threatened by a new, well-funded, competitive juggernaut.

Rhodes Furniture | Coca-Cola | Durex | AFLAC | Motorola | Six Flags | Popeyes

### J. WALTER THOMPSON

Senior Copywriter / Producer

Atlanta 1994-1996; 6/2007-10/2007

Wrote, produced and presented television and radio advertising for Ford Motor Company FDAF accounts. Generated campaigns for Ford dealer groups from New York to Mississippi. Supervised Birmingham FDAF creative.