

John Moretti

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Summary of qualifications

- Forty years of communications and creative experience
- Broad and deep writing experience: features, columns, humor, technical documentation, FAQs, marketing headlines and copy, and radio and television ads, promos and scripts
- Fifteen years of radio and cable television experience, three and a half at network level
- Exceptional and proven work ethic, tenacity, attention to detail and dependability
- Highly inquisitive, intelligent, observant, thoughtful, astute and cordial

Comprehensive career history

AREA 6

2015-present Owner/principal. AREA 6 develops high-end, cinematic VFX stock footage and production elements for moving image professionals. Duties include research, conceptual design, 3D modeling, animation programming, motion graphics design, compositing, rendering, PR, SEO, web development and all portfolio and business management.

3DESIGN

1997-2017 Owner/principal. For twenty years, 3DESIGN provided turnkey marketing communications and digital content development services to clients such as COBE/Gambro Laboratories, Hewlett-Packard, Intuit, Kaiser Permanente, Lucent, MapQuest, Midas, National Geographic, NBC, Oracle, Qwest, Siemens and Time-Warner Telecom. Duties included creative direction, research, writing, graphic design, audio production, voiceover, motion graphics, 3D modeling, UI design, information architecture, custom musical scoring, digital video, interactive authoring, web development and business management.

SPECTRUM HR Systems

1993-1997 Senior Writer for industry-leading software company. Duties included feature, marketing and technical writing, general creative direction, graphic design, publication design/production/pre-press, web development and all interactive authoring.

Freelance cartoonist

1993-2001 Regular cartoonist for *Cabling Installation & Maintenance* (1993-2001), *Communications Industries Report* (1993-1996) and *Washington Park Profile*, (1993-1996).

Superaudio/Jones Radio Networks

1989-1993 Production Manager for satellite radio network. Duties included all promotional and regular and special feature program research, writing, voiceover and production for Classical, Big Band, Jazz, Rock, Country and New Age formats. Also worked on-air for final year - heard middays in more than fifty North American markets on an AC format.

Freelance copywriter/creative (Denver)

1988-1989 After moving to Denver, provided copywriting/creative for a variety of clients, including Colorado Coalition For The Homeless, Colorado Foundation of Dentistry for the Handicapped, John Elway Foundation, Public Service Company, US West and Urban Peak.

Cox Cable Lubbock

1988 One year in cable television. Duties included electronic graphic production, camera operation, video editing and technical direction/production of several programs.

Freelance feature writer/columnist

1987-1988 Regular feature article writer for local arts and entertainment magazine, then regular columnist for another. Occasional stringer for *Texas Monthly*.

Freelance humor writer

1985-2010 Pieces published in *Advertising Age*, *Broadcast Engineering*, *Communications Industries Report*, *Radio World*, *TV Technology* and *Writer's Digest*. Provided humor conceptual/creative direction to editor of *Broadcast Engineering* for numerous projects.

In 2006, created "Aunt Calamity," whose humorous haiku, to-do lists, horoscopes, advice column entries and other material were regularly featured in *IT World's* online community. Despite her 2010 "retirement," her web site still receives ~300 unique visitors per month.

In 1985, created and published underground college magazine, *VERS*, which received a nod of approval from *Bloom County* cartoonist, Berkeley Breathed.

KPFT-FM, KTXT-FM, KLLL-FM/KEND-AM, K-LITE-FM

1978-1988 Ten years in local public and commercial radio, as news editor, part-time announcer, full-time drive time announcer, music director, program director and operations manager. Duties included research, copywriting, on-air, audio production, promotion, PR, and studio and staff management. Created/produced award-winning experimental program, "Theater Of The Airwaves," while program director at Texas Tech University's station.

Education

B.A. Telecom, Texas Tech University, 1988. Architecture minor. Concentrated studies in English/creative writing.

AFS exchange student, Great Britain, 1977-1978. Also worked for BBC Radio Stoke-On-Trent as paid production assistant, editing human interest stories and providing some voiceovers.