



Oh Copyboy!

Keith Buffo :: 617-818-7099

Award-winning, senior copywriter working with ad agencies, design studios and businesses of all types and sizes. Fluent in a wide variety of media, I create words and ideas that engage and connect.

Media

Conceptual Print and Online Campaigns, Branding and Naming, Brochures and Collateral, Video, Direct Mail and Email Campaigns, Radio, Outdoor, Live Event Support and Social Media

Education

Art Institute of Boston, Bachelor of Fine Arts, Design/Advertising
Instructors included Fred Bertino, Deb Lucke and Bruce Crocker.

Harvard Extension School Writing Program
Course work in short fiction, poetry and grammar. Twice published in Charles River Review.

Full-Time Agency Experience

Copywriter, Dubois Patch Advertising/RDW Group

Freelance Agency Experience

Arnold Direct	OpenEye Communications
Bedrock	Orsatti & Partners
Bergeron Creative Group	Overdrive Interactive
Bronner/Digitas	Pamet River Partners
Cabot Advertising	PixelDance
CB Design	Polese/Clancy
CGN Marketing & Creative	Rain Advertising
Corey McPherson Nash	RDW Group
Cyr Group/Yellow Steel	ReevesDrake
Designorth	Seidler Bernstein
DB&R	Smith & Jones
Digital Influence Group	Stone & Manning Advertising
Donovan Group	Studio Z Design
Egg Design Partners	The Boston Group
ELEVEN	Trinity Communications
Giardini/Russell Group	What! Design
Hill/Holliday	Young/Decker
McDougall	360KID

Awards

Print Regional Design Annual
NEDMA: Gold Banner Ad Campaign, Bronze SEO Campaign
MIMC: Finalist
Internet Advertising Competition (IAC): Best Online Events Campaign
The Power of Paper, Rockport Publishers
Worcester Ad Club's Holland Awards: Five 1st Place, Seven 2nd Place, Twelve 3rd Place



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Retail

Anderson-Little
Bess Eaton
BJ's
Bonded Transmission
Bose
Boston Gas
Buell Motorcycles
Cabot Stains
Carpet One
CFMOTORSPORTS
Cybex Fitness
Dabblers Hobbies
DRT Racing
FedEx
Fitness Together
General Motors
GMC Trucks
Gold's Gym
Harley-Davidson
Hoyts Cinemas
Jiffy Lube
King Arthur Flour
King Collision Centers
Levitz
Marketplace Center
Mike's Movies
Motorola
NASCAR
New Balance
New England Coffee
New England Gas
NHKA Racing Series
Nickelodeon
The Pinehills
Pontiac
Rue de France
Staples
Stairhopper Movers
Stop & Shop
Store 24
Streamline
Surrge
Volkswagen
Wildcat Mountain
Worcester Art Museum
YMCA

Publishing/Events

Atlantic Monthly
Atlantic Unbound
BYTE Magazine
DEMO Conferences
Fast Company
Inc. Magazine
iVillage
JuniorNet
Network World
PC Week
Ziff/Davis

B2B

Aquent
Bowditch and Dewey
Bradford Soap
Cooley Products
Dryvit
The Foundry
G-Tech
Gustin Partners
IDG
iReal Estate Group
Kay Construction
Keane Tracers
Keystone Associates
Madico
Manufacturers Services
Mestek
New England Council
Norton/Saint Gobain
Rule/Boston Camera
Sarnafil Roofing
Sheehan's
Simplex
Spencer Products
The Foundry
TrailBreakers.com
Webster Printing
Woodbury and Co.
Wood Promotion
Network
WrightLine

Education

Anna Maria College
BB&N
Bryant College
Clark University
Emerson College
Harvard
Montserrat College
Nichols College
University of R.I.
Worcester State
WPI

Hospitality

111 Chophouse
A Juicy Affair
Grand Circle Travel
Green Airport
Holiday Inn
Locke-Ober
Marriott
Newport Tourism
Sodexo Marriott
Sole Proprietor
Takeout Taxi
Worcester Convention
& Visitors Bureau

Technology

Aspen Technology
BBN
Cisco Systems
Claricode
Corporate Software
& Technology
Dell Technologies
Endforce
Honeywell
Juniper Networks
LANDesk
Lucent
Microsoft
Narrative
NaviPath/CMGI
Net6
Netopia
NobelNet
Nortel Networks
OrderTrust
PictureTel
Progress Software
Quadstone
Racal Interlan
SkillSoft
Symantec
Top Layer
Transparent Language
VideoServer

Financial

Alliance Capital
American Express
Bank of Boston
Bay State Savings Bank
Berger Funds
Boston Financial
Brockton Credit Union
Chase Manhattan
Citibank
Clinton Savings Bank
CollegeBoundfund
Fidelity
Fleet
HSBC
John Hancock
Landmark Partners
Lawrence Savings Bank
Lowell Co-op Bank
Lowell Five
MasterCard
Medical Capital Group
Mellon Financial
Members Mortgage
New York Life
People's Savings Bank
Principal Financial
Tucker Anthony
Warburg Pincus Funds

Public Service

AIDS Project Worcester
Big Brothers
Int. Relief Development
R.I. Resource Recovery
R.I. Dept. of Trans.
Travelers Aid
United Way
Urban League
Victory Programs

Telecom

AT&T
Bermuda Telephone
British Telecom
MCI Worldcom
Motorola
NYNEX/Bell Atlantic
T-Mobile

Healthcare

American Optical
AST (med. equipment)
Biogen/Idec
Blue Cross/Blue Shield
Blue Cross Dental
Brigham & Women's
Hospital
Brockton Hospital
Collegiate Health Care
Cook Medical
Cynosure Lasers
Dana Farber
Essilor
GlaxoSmithKline
Fallon Health Plan
Healthcare Alliance
Heat Biologics
InfoMedics
Kendall Medical
Lehman Labs
Millipore
Partners Health Plan
Patheon
Peale Vision Centers
Philips Lifeline
Philips Medical
Quest Diagnostics
ReThink Rehab
Samsung Biologics
Serality
Siemens
Smith & Nephew
Sonomark
UMass/Memorial
Hospital
Veritas Medicine
YouMe Health