



Mickey Burns

COPYWRITER

CONTACT

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PROFESSIONAL SUMMARY

My background is extensive in both traditional advertising and direct sales. Conceiving and writing compelling communication for advertising, sales and promotion are my expertise and natural skill. I have the equivalent of an MBA in work and life experience plus a PhD in What Not To Do. My mindset is that of an entrepreneur, treating the work as if the business were my own.

SKILLS

Copywriting

Over 20 years' experience writing print, outdoor, transit, radio, television and digital in global advertising agencies and direct selling companies.

Sales and Promotion

Grass roots word of mouth, Facebook groups, traditional advertising, direct sales, tradeshow, social media.

Recruiting and Team Building

Extensive experience in recruiting and customer acquisition in direct sales. Able to motivate and grow large teams of independent direct sellers.

Public Speaking

Effective and comfortable presenting to both small and large groups. Unique ability to present complex content simply.

Social Media, Direct Selling

Launched and managed multiple ATM (Add, Tag, Message) groups on Facebook with thousands of members and their potential customers. The groups act as a hub of information for members while functioning as a drip campaign for potential buyers.

eCRM

Senior field advisor to multiple direct selling companies working closely with corporate teams to hone language, simplify systems and streamline the customer online experience.



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EXPERIENCE

Direct Sales Representative & Corporate Consultant 2007 to Present

Max International, Visi Global, Modere, Engage Global, Awakend

- Launched the Canadian market for science-based health products for multiple U.S. direct selling companies.
- Appointed to three direct selling corporate advisory boards and won multiple sales awards.
- Largest team building effort was with Visi Global 2012 – 2014. In first year recruited and supported what grew to 20,000+ direct selling representatives and customers with annual sales totally \$12,000,000+ USD.
- Provided training and support to thousands of direct sellers including the development of training materials and sales tools.
- Developed and maintained multiple product focussed Facebook groups with thousands of potential customers.

Senior Copywriter/Creative Supervisor 1988 to 2007

Saffer Advertising, Bozell Worldwide, DMB & B, Harrod & Mirlin/FCB,
Fuel Advertising, Draft Worldwide, Leo Burnett (Freelance)

- Brainstormed, conceived and wrote major Canadian and U.S. advertising campaigns and was involved at every step of production.
- Clients included retail, packaged goods, food and beverage, charity, tourism and entertainment.
- Created support materials for pitch meetings and was regularly part of the presentation team to a wide variety of senior clients.



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EDUCATION

York University

Partial Bachelor of Arts, Film Appreciation

When confronted with the breadth requirements (math for poets), I made the decision to only complete courses of interest. My work was singled out and highly praised, selected four times to be published in CineAction, a film theory magazine supported by the Canadian Arts Council.

Seneca College

Associate of Arts, Creative Advertising and Broadcasting

Best Commercial Winner of Graduating Class, Dean's List Honouree.