

Ken Grobe

Copywriter & Content Producer

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Agencies (partial list):

OgilvyOne, JWTDigital, DDB Digital, MVBMS Euro RSCG, Merkley Newman Harty, K2Digital, the Attik

Publishers:

Byron Preiss Visual Publications, Byron Preiss Multimedia Company, Redbook, Seventeen, Marvel Comics, DC Comics, Citysearch.com, Eclipse Enterprises

Awards:

- **2001 MCI Icon Award**, for IBM/Olympics "Mountain Bike Racer" banner game.
- **2000 Finalist, London International Advertising Awards**, Interactive: Beyond the Banner, for ONDCP "Dropstopper" Gaming Interstitial (http://www.liaawards.com/interactive/wb_beyond.html)
- **2000 Finalist, London International Advertising Awards**, Interactive: Beyond the Banner, for ONDCP "Geofinder" Gaming Interstitial (http://www.liaawards.com/interactive/wb_beyond.html)
- **2000 Finalist, London International Advertising Awards**, Interactive: Website: Self-Promotion, for "The Syndicate" Group Of Agencies website (http://www.liaawards.com/interactive/w_self.html)
- **2000 Merit Award, Art Directors Club of New York**, for ONDCP "Geofinder" game.
- **1996 Cinechart Online Award**, for Audi "Netrider" promotion (press release at <http://www.k2digital.com/press/release.php/36>)

Television:

- **Mindprobe**, an interactive TV game show for the Sci-Fi Channel. Head Writer.

Consulting:

- **Oxygen Media**, "Life In Progress" teen site. Consulted on creative direction & editorial voice: naming structure, new content, copy, branding, convergence with TV. (<http://trackers.net/lip/>)
- **Vote.com**, Consultant on naming structure (i.e. establishing recognizable themes among site area names).
- **OfficeMax**, Brand consulting for banner & outdoor campaign.

Copywriting/Interactive (partial list):

- **IBM**, Olympics, e-infrastructure, & Servers campaigns (banners, sitelets, rich media)
- **Merrill Lynch**, rich media minisites and banner campaigns. http://askmerrill.ml.com/wm/index_flash.html
- **Disney**, Banner campaigns for Disney Vacations & California Adventure
- **WorldCom**, banner campaigns for various services & promotions
- **ONDCP**, Anti-drug campaigns for parents, teens, and 'tweens (banners, games, & rich media)
- **Protegrity**, all site copy for latest re-design. www.protegrity.com
- **Polo Jeans**, Streaming audio ads for SonicNet & MTVI media buys
- **UBO**, Marketing writing & site copy for IndiePlanet, OtherVision, and UBO press kit
- **iTurf**, banner campaigns promoting iTurf branded companies & contests

Copywriting/Traditional:

- **Thousand words**, Print campaign for independent film production company
- **Disney Vacations**, Print ads for catalog campaign.
- **New Balance**, Promotional video
- **Philips**, Print ads for Philips SpeechMike
- **K2 Design**, Print ads for CliqNow & other K2 branded companies

Content/Interactive (partial list):

- **Audi**, created award-winning "Audi Netrider Challenge"
- **Toys "R" Us**, Writer & content producer for "Daily Dose" kids' webzine, copywriter & games producer
- **IBM**, features for IBM/Olympics web site.
- **Coppertone**, quizzes, glossaries, site copy & banners for kids & adults (www.coppertone.com)
- **Mastercard**, copywriter & editor for public-service credit info site (www.creditalk.com)
- **International Paper**, Writer & Editor for "Treedonia" virtual forest tour. (www.treedonia.com)
- **Sci-Fi Channel**, "Star Trek: The Special Edition" TV series website. Lead Writer. (www.scifi.com/startrek)
- **Radical Media**, Game design (www.radicalmedia.com)

Content/Traditional:

- **"First Date Survival Guide"**, *Alight*, February 2000
- **Sidebars for Sex features**, *Redbook Magazine*, Dec. 1998 & Jan. 1999
- **Film & Website Reviews**, *Shout Magazine*, Sept. 1998
- **"Warped/Ozzfest Report,"** *Jinx*, June 1999
- **"About Last Night"**, *Seventeen Magazine*, Oct. 1996

Education:

- **University of California, Santa Cruz**, BA Literature, 1991.
- **NYU Certificate Program**, Multimedia Production, 1995.

Additional Skills:

- **Sketch Comedy Writer**. Last show: "Member Drive," Spring 2001, Gotham City Theater, New York
- **Improv Comedian**. Has appeared at Gotham City Improv and Upright Citizens Brigade Theater.
- **Songwriter & musical consultant** for New-York-based comedy reviews.