

Rick Gorman

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BACKSTORY

Some call me a creative mutant. My career began in account management at some great L.A. ad agencies. Then I wrote a spec script that opened up a new path writing and producing TV shows. I returned to Kansas City and shifted my focus to copywriting. So, if you're looking for someone who combines strategic thinking, big ideas and storytelling chops, let's talk.

COPYWRITING

Glynn Devins | Senior Copywriter

Responsible for creating marketing that engaged seniors through the entire customer journey in the senior living category. This included TV, print, direct mail, collateral, email onboarding programs, websites, social, blogs and online display.

CLIENTS: A wide range of Life Plan Communities, also known as Continuing Care Retirement Communities (CCRCs), across the nation.

Trozzolo Communications Group | Copywriter

Created traditional and digital work for a wide array of clients. Projects included social and digital content, TV, radio, OOH, print, experiential, POP, taglines, websites, emails, videos, brochures. I even wrote a speech for a client.

CLIENTS: United Heating, Cooling & Plumbing, Missouri Credit Union, Enterprise Bank & Trust, Kauffman Foundation, McDonald's, Community America, Missouri Orthopaedic Institute, KCI

Freelance

Team One Advertising, S4 Communications, Giant Bicycle Company

TELEVISION

The Gorman Company | Supervising Producer, Story Producer, Writer

Independent producer involved in all phases of development, field production and post-production/editing of over 20 unscripted TV shows. Key skills include: an excellent story sense and ability to structure narrative; productive management of multiple editors; writing treatments and scripting scenes; and directing interview shoots. Experienced in Avid and Final Cut editing systems.

SHOWS: Flavor of Love 2 & 3, Blind Date, My Big Redneck Vacation, Full Throttle Saloon, The Almost Impossible Game Show, Mary Mary, Outlaw Country, The Devil's Ride, Whacked Out Sports

ACCOUNT MANAGEMENT

Giant Bicycle Company | Marketing Manager

Think New Ideas | Account Supervisor

Rubin Postaer & Associates | Account Executive

Chiat/Day Advertising | Account Executive

Led production of national advertising materials, managed budgets, assisted in planning national campaigns, developed competitive analysis presentations.

EDUCATION

University of Kansas | BS Journalism