

Peter Bell
145 Westdale Ave.
Daly City, CA 94015
p 415.738.4728
c 616.403.7906
e petebellproject@yahoo.com

Present

Co-owner of Red & White Café and Wine Bar, 678 Chenery Street,
San Francisco, CA 94131

2008-Present

Freelance Creative Director/Copywriter

1992-2008

Founder/principal and Creative Director of Fairly Painless Advertising
in Holland, Michigan (fairlypainless.com)

Clients:

Herman Miller, Inc., Whirlpool Corporation and Spartan Stores (the
nation's 24th largest grocery chain), The Grand Rapids Press

Awards and recognition:

The One Show, Art Director's Club, the American Advertising
Federation's local, regional and national awards, inclusion in
Communication Art's Design Annuals and the A.I.G.A.'s touring show
of best print design pieces.

1990-1992

Mendenhall & Leistra, Grand Rapids, Michigan

Led creative team in brand rollout of Sara Lee Deli.

Clients:

BiMar Foods, Inc., Sara Lee Corp.

1988-1990

Fitz-Valentine Advertising, Boston, Massachusetts

Associate Creative Director

Client:

EMC

1986-1988

Brock/Cook Advertising, Denver, Colorado

Senior Copywriter

Clients:

H.U.D. Homes, Good Times! Hamburgers

1984-1986

Fitz-Valentine Advertising, Denver Colorado

Copywriter

Clients:

US West, Perkins-Shearer/Ralph Lauren Clothing Stores

Schooling

The University of Texas, Austin, Texas, BA English

Highland Park High School, Dallas, Texas

View portfolio @petebellproject.com

References available upon request