

# John B. Dutton

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~ www.JohnBDutton.com ~

## Career Path

- 1998-present Created ads and written copy for **Bell Canada, SAQ, Saputo, Ski-Doo, Air Canada, Loews Hotels, Cartier, Vidéotron, Vachon, Opéra de Montréal, Alamo, Can-Am, Smith & Nephew, Similac, Ensure, Solotech, Mont-Tremblant, Michelin, Reitman, La Cage aux Sports, Tim Hortons, FTQ, Natrel, Canada Bread, Snow Farm Vineyard, Doritos, Desjardins, Ivanhoe Cambridge, McAuslan, Ford, Rona** and many others.
- 1988-1997 Television Director - **MusiquePlus**  
Over 9,000 hours of live broadcasting, over 9,000 hours of editing
- 1987-1988 Television Editor  
*He Shoots, He Scores (Lance et compte)* - **CBC**

## Experience

|                            |                     |
|----------------------------|---------------------|
| Advertising                | Television          |
| Branding                   | Radio               |
| Public relations           | Print               |
| Direct marketing           | Billboards          |
| Promotions                 | Press releases      |
| Sponsored magazine content | Articles            |
| Internet                   | Corporate videos    |
| Product launches           | Corporate brochures |
| Employee communications    | Sales collateral    |
| Speeches                   | Websites            |

## Rates

- \$90/hr for creative writing
- \$75/hr for web copy
- \$70/hr for straight text (e.g. brochure) or adaptation
- \$50/hr for proofreading
- 25c/wd for pure translation (minimum charge \$70)

Short-form text, such as slogans and headlines, will be evaluated on a per-case basis and may be charged by the hour or as a flat fee. **All rates except web copy are increased by 50% for rush jobs** (usually next business day delivery, unless otherwise indicated in estimate). Minimum charge is one hour. Client presentations are billed at \$90/hr (plus 50% rush if necessary).

## Other Writing

|                             |  |
|-----------------------------|--|
| Continuous                  | Short stories and freelance articles, published in the <b>Montreal Gazette</b> and <b>Bell ExpressVu's Vu</b> magazine.  |
| September 2008              | Screenplay, <i>The Human Tide</i> (co-written)   |
| December 2007               | Screenplay, <i>Rd 2 Nowhere</i> (awarded <b>Telefilm Canada</b> grant, optioned by <b>Harbour Main Films, Montreal</b> )   |
| August 2003                 | Screenplay, <i>Sane Men</i> (optioned by <b>Rapid Films, Dublin</b> )  |
| Summer 2003-<br>summer 2007 | Blogs <i>Good Things From Spam</i> ( <a href="http://www.GoodThingsFromSpam.com">www.GoodThingsFromSpam.com</a> ), <i>Beyond the Headlines</i> ( <a href="http://www.samsara.ca/Headlines">www.samsara.ca/Headlines</a> ) and <i>Happiechappie &amp; Surliegirlie</i> ( <a href="http://www.goodthingsfromspam.com/happiechappie">www.goodthingsfromspam.com/happiechappie</a> ) |
| April 2003                  | Novel, <i>The New Sense</i> (published online: <a href="http://www.TheNewSense.com">www.TheNewSense.com</a> )  |
| April 1998                  | Theatre play, <i>Sane Men</i> (produced at the <b>Geordie Theatre</b> )  |
| February 1993               | Sitcom pilot, <i>T.M.N.</i> (co-written, optioned by <b>Zolar Entertainment, Toronto</b> )   |

## Prizes

|      |  |
|------|--|
| 2007 | <b>Boomerang Award</b> (B2C - Grande enterprise category)<br><i>Nurun</i> – <a href="http://www.spyder.brp.com">www.spyder.brp.com</a> (copywriter)            |
| 2004 | 25 <sup>th</sup> anniversary Gold Classic <b>Telly Award*</b> (humor category)<br><i>5 Minute Express Noodles TV commercial</i> (creative director-copywriter) |
| 2003 | Silver & bronze <b>Telly Awards*</b> (humor category)<br><i>5 Minute Express Noodles TV commercial</i> (creative director-copywriter)                          |
| 1989 | <b>Gémeau Award</b> nomination (humor/variety TV show category)<br><i>Céline Dion – Unison</i> (editor)  |

\*Telly Awards are prizes given in the US for commercials broadcast in local markets only

## Curriculum Vitae

Born July 23rd 1966, Warrington, England

B.A. (Honours) Degree in Film, Video and Photographic Arts (University of Westminster, England, 1987)

Speaks, reads and writes English, French, German, Italian