

Bob Cargill

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ClickZ Columns: <http://www.clickz.com/author/profile/3091/bob-cargill>

Book, Twenty Jobs, Twenty Lessons: <https://tinyurl.com/20Jobs20Lessons>

Professional Profile

Enterprising, innovative and versatile adjunct professor, social media consultant, content creator, copywriter, creative director, public speaker and leader who was named “Direct Marketer of the Year” for 2009 by the New England Direct Marketing Association.

Skill Set

Social Media

Copywriting

Content Creation

AI

Creative Direction

Direct Marketing

Public Speaking, Teaching and

Digital Marketing

Training Managing, Mentoring and

Leadership

Career Highlights

- **Adjunct Professor.** Teaching marketing and social media courses as an Adjunct Professor on a regular basis for the last five years or so at Suffolk University, Mass College of Pharmacy and Health Sciences and Northeastern University.
- **Social Media Director.** Early adopter, heavy user and skilled practitioner of social media who has provided many clients with both strategic and tactical services, including plans, direction, content and reports. Experienced in all major channels, including X, Facebook, LinkedIn, YouTube, Instagram, TikTok, Pinterest in addition to all relevant ancillary tools and technologies. Seasoned industry blogger, podcaster, commentator, presenter and influencer who keeps well versed and conversant on the very latest industry trends and developments.
- **Copywriter and Creative Director.** Worked on projects that have been honored with over 40 awards for creative excellence and outstanding results from the New England Direct Marketing Association (NEDMA), including a Gold award for my blog, *A New Marketing Commentator*, a Gold award for Best Tweets, a Silver award for Best Copywriting and two Silver awards for my videos on LinkedIn.
- **Manager.** Provided inspiration, insight, strategy and support to creative teams – comprised of copywriters, designers, social media specialists, traffic coordinators, interns and other external resources – in order to ensure quality, accuracy and punctuality across a range of marketing-related deliverables, traditional to digital.
- **Entrepreneur.** Founded and ran my own small direct response advertising agency for seven years (successfully completing over 500 projects), taking complete responsibility for new business development, public relations, copywriting, creative direction and management of all creative resources.
- **Author and Commentator.** Quoted and published on social media, direct marketing and copywriting in numerous media outlets, including industry trade

publications, newsletters, blogs and more. Wrote and published the book, Twenty Jobs, Twenty Lessons – a Long, Strange Career in Marketing, from Junk Mail to Social Media, in June 2022.

- **Public Speaker.** Drawn on my experience as a Toastmaster (5+ years, including stints as President of two different clubs in '91 and '98) to lead dozens of seminars and speak countless times on blogging, social media, personal branding, direct marketing and copywriting at industry and client events.
- **Industry Leader and Corporate Citizen.** Member of the New England Direct Marketing Association since 1990, having served on the Board of Directors (President, '99 – '00) for many years and contributed as a volunteer in countless ways, including event programming and promotion, conference planning and execution, public speaking and more. Past President of the American Marketing Association Boston ('18 – '20 and '22-'24).

Employment History

Bob Cargill, Bob Cargill's Marketing Show, Sudbury, MA	12/17 – Now
Senior Copywriter, Contract, Sage, Framingham, MA	7/17 – 11/17
Senior Content Marketing Strategist, Contract, Champ, Newton, MA	4/17 – 6/17
Director of Social Media, Overdrive Interactive, Allston, MA	5/13 – 3/17
Cargill Creative, Sudbury, MA	2/13 – 5/13
Creative Director, THD, Lexington, MA	8/10 – 1/13
Creative Director, Newspeed, Westborough, MA	9/08 – 8/10
Senior Copywriter, Vistaprint, Lexington, MA	6/06 – 9/08
Creative Director/VP, Newport Creative, Duxbury, MA	5/05 – 2/06
Senior Creative Director, Yellowfin Direct Marketing, Boston, MA	2/04 – 5/05
Senior Creative Director, L.W. Robbins Associates, Holliston, MA	7/01 – 2/04
Director of Creative Services, Digital Goods, Maynard, MA	2000 – 2001
Associate CD, Chili Pepper (owned by Digital Goods), Boston, MA	2000 – 2000
Director of Creative Solutions, Whole Brain Comm., Watertown, MA	1999 – 2000
Creative Director/VP, Sullivan Creative, Newton, MA	1999 – 1999
Associate Creative Director, CPS Direct, Woburn, MA	1997 – 1999
Creative Director, Cargill Creative, Framingham, MA	1990 – 1997
Copy Director, Jordan-Savage Direct, Natick, MA	1988 – 1990
Senior Copywriter, L.W. Robbins Associates, Franklin, MA	1986 – 1987
Senior Copywriter, Meredith Corporation, Des Moines, IA	1985 – 1986
Advertising Manager, Warner Bros. Publications, Secaucus, NJ	1984 – 1985
Copywriter, RCA Direct Marketing, New York, NY	1983 – 1984

Education

- M.S. in Television, Brooklyn College
- B.A. Cum Laude, Communications Studies and English, UMass Amherst

Memberships

- New England Direct Marketing Association (Past President, '99-'00)
- American Marketing Association Boston (Past President, '18-'20 and '22-'24)