

l i s a j h u n g

p.o. box 622 solana beach, CA 92075 (p) 858.759.4077 (c) 858.232.4700 (e) lmj1@mindspring.com

JOURNALIST

*Publications and Projects*

NBCOlympics.com – Copyeditor; Sydney Olympics, 2000

Quokka.com – Field reporter; adventure sports

Sports Illustrated – Contributor; adventure sports

Trail Runner Magazine – Contributor; trail running, adventure racing, profiles, travel

Triathlete Magazine – Contributor/Columnist; "In the Wild" column, adventure racing, triathlon

OutofBusiness.com – Contributor to multiple webzines before the big bust

COPYWRITER

*Clients and Projects*

Patagonia – 2001 Catalog copy: women's clothing

Atlas Snow-shoe Company – 2000 Print ad, marketing materials: snowshoes

Hardcloud.com – 2000 Product copy: surf, skate, snowboard

Sierra Designs – 1999/2000 Consumer, Dealer catalogs: outdoor equipment/clothing

Discovery.com – Web and print advertising for Animal Planet, Discovery Channel

Sportpharma U.S.A – Print advertising: ProMax energy bars

Teva Sport Sandals – 2000 Consumer catalog: sport sandals and casual wear

Switch Manufacturing – 1999/2000 Consumer catalog, 2000 marketing materials: snowboard bindings

The North Face – 1998 Consumer catalog: technical outerwear and equipment

Klein Bicycles – 1998 Print advertising and consumer catalog: mountain and road bikes

U.S. Web/CKS – Banner advertising, direct email marketing

Northstar-at-Tahoe – 1999 print advertising, direct mail: ski & snowboard resort

Smith & Jones Advertising – 1999 website copy: North Lake Tahoe Advertising agency

McGuire Real Estate – 2001 website copy: Bay Area Real Estate company

Energetics – 1995 catalog: sports and fitness clothing and equipment

The Sierra Club – Advertisements for Sierra Magazine and Sierra Club calendars

Starbuck Alaskan Charter Service – 1995 adventure travel brochure

Oracle – Advertisements for 1997 Oracle Open World conference

Network General Corporation – 1997 Annual Report: network computing technology

EDUCATION

University of California, Santa Barbara – B.A. in English and Communications, 1994

San Sebastian, Spain – Summer study abroad, 1993

Al Hayes Portfolio Workshop – Copywriting and art direction, 1996

INTERESTS

Creative writing

Adventure Racing: 2001 World Championships, Switzerland; 1998 Discovery Channel Eco-Challenge, Morocco

U.C.S.B. Intercollegiate Volleyball Team, 1990 - 91

Running, mountain biking, snowshoe racing, snowboarding, kayaking, backpacking, soccer, swimming, volleyball

My dog

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NON-FREELANCE WORK EXPERIENCE

Smith & Jones Advertising / Lake Tahoe / Copywriter / 1999

Cahan & Associates Graphic Design / San Francisco / Project Manager & Copywriter / 1997 - 1998

Jamison Cawdrey Benjamin Advertising / San Francisco / Account Executive & Copywriter / 1995 - 1997

Pro Health Inc. / Santa Barbara / Copywriter / 1994 - 1995