



James M. Sawyer

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EDUCATION

Babcock School of Management • Wake Forest University • MBA • 2006
Darden Executive Education at University of Virginia • Brand Leadership • 1999
Portfolio Center • Copywriting • 1991-1992
Washington & Lee University • BA • 1991

EXPERIENCE

Founded **mindshot**, 2007

Director of Marketing
Carilion Clinic • Roanoke, VA • 2004-present

VP, Creative Director/Brand Planner
Sullivan-St.Clair Advertising • Mobile, AL • 2001-2004

Associate Creative Director
Long Haymes Carr Advertising • Winston-Salem, NC • 1998-2000

Associate Creative Director
Lewis Advertising • Rocky Mount, NC • 1997-1998

Senior Copywriter
Newman Saylor & Gregory Advertising • Columbia, SC • 1996-1997

Copywriter/Account Executive
Archer/Malmo Advertising • Memphis, TN • 1992-1995

CLIENTS

Consumer Products: Hanes, Champion, Winston, Virgin, Sealy, Thomasville, Siemens, Hardee's
Consumer Services: BellSouth, Sprint, American Home Shield, ServiceMaster
Business Services: Dover Elevator, Bryan Foodservice, Cryovac, Global Tel Link, Synergy
Financial Services: Wachovia, Synovus, First Commercial, First Community, NBC
Healthcare: Carilion, Wake Forest/Baptist, Terrebonne General, CPSI, DocuSys
Travel/Tourism: Peabody Hotel, National Civil Rights Museum, Mobile CVB, Mobile Airport

RECOGNITION

More than 100 local and regional awards, 2000-present
Best of Show, Mobile ADDYs, 2001, 2002, 2003
Special Designation, Creative Director of the Year, Mobile ADDYs, 2001, 2003
Adweek Southeast Agency of the Year, Long Haymes Carr, 1998
Copywriter of the Year, Memphis ADDYs, 1994