

# DEBORAH HOSKING

Conceptual Copywriter

dhosking@earthlink.net  
www.deborahhosking.com  
412 • 904 • 2624

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## **FREELANCE**

Creative Concepts & Copywriting  
Pittsburgh, PA 2006 – present

Studio B, L.A. • Trib Total Media/Elisco • UPMC / Paradiso • The Glass Art Society • Merging Media/Perillo Tours website • Evolve Media, L.A.

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## **FREELANCE**

Concepts, Copy & Consultation  
Los Angeles, CA 1996 – 2005

eMerchant.com • American Academy of Dramatic Arts • KBHome • Los Angeles MTA • IGA • Chuck Blore Company • HK Tourist Association • Mattel • Kaiser Permanente • Affinity Group Publishing • Lowe Enterprises

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## **THE DESIGNORY INC.**

Copywriter  
Long Beach, CA 1997 – 1999

Oldsmobile • Nissan • Mercedes-Benz • Home Savings of America • Washington Mutual Bank • Homestead Hospice & Shelter • Canadian Club Internal Newsletter & Company Communications • New Business

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## **FREELANCE**

Marketing/Fundraising Consultant  
Paris 1995

The Children's Academy on Tour

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## **THE NERVE CENTRE**

Sole Proprietor  
Hong Kong 1993 – 1995

HK Magazine • Star TV • Pacific Place • The Royal Hong Kong Police Officers' Club • Storm Communications • Strategic Solutions • Leo Burnett • Couldrey Jones • BSB Advertising • Kobs & Draft

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## **BATES ADVERTISING**

Copywriter, Liaison with Direct Mktg.  
Hong Kong 1994

Hongkong Bank • Mandarin Hotel Group • Lane Crawford • Heineken • Hong Kong Tourist Association

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## **OGILVY & MATHER DIRECT**

Senior Copywriter, Group Head  
Hong Kong 1992 – 1993

American Express • BMW • Hong Kong Tourist Association • The Hong Kong Tunnel Authority • Watson's Water • Korean Air

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## **TRIANGLE PACIFIC PROMOTIONS (DYR)**

Head of Copy  
Hong Kong 1991 – 1992

Pacific Place • Holiday Inn Golden Mile • The Asian Wall Street Journal • Federal Express • Telepoint

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## **AARDVARK DESIGN**

Associate Partner  
Hong Kong 1990 – 1993

Caldbeck's Wines & Spirits • Graffiti Restaurant • Save the Children

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## **J. WALTER THOMPSON**

Copywriter  
Hong Kong 1990 – 1991

The Hong Kong Mass Transit Railway • Hong Kong Telecom • Wellcome Supermarkets • Lever Bros. • The Swank Shop • After Eight Mints • Diners Club

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## **FAR EAST KETCHUM LTD.**

Copywriter  
Hong Kong 1989

Citibank Visa • Porsche • Melitta Coffee • Tsang Fook Music

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## **HDM/DYR & HDM SPECIAL PROJECTS**

Art Director, Copywriter, Project Manager  
Hong Kong 1988 – 1989

The Mall at Pacific Place (logo design, corporate identity & graphic standards)  
L'Oréal (multi-media presentation & product launch event)  
DuPont (corporate video & event)

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## **OGILVY & MATHER PROMOTIONS**

Art Director  
New York 1988

The New York/New Jersey Port Authority

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**AWARDS:** Critique Magazine, "The Big Crit"  
American Graphic Design Awards  
Media Asian Advertising Awards

Hong Kong 4A's

1998 • 1998 Oldsmobile brochure series  
1998 • Oldsmobile Silhouette brochure  
1995 • Mandarin Oriental Macau – Best Print Ad  
1992 • MTR TV – spike  
1994 • Hongkong Bank – Best Campaign  
1991 • MTR posters – 1 silver, 1 bronze  
1990 • MTR campaign – 2 silver, 1 bronze  
After 8 Mints campaign – 2 bronze

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**EDUCATION:** BFA, Carnegie Mellon University