

KEVIN SWISHER

kevinswishercreative.com
flyingstartnaming.com
15 Woodbury Highlands Ct., #21
Lafayette, CA 94549

kevinswishercreative@gmail.com
kevin_swisher@flyingstartnaming.com
(972) 849-6029

Freelance Writer/Naming Specialist

EDUCATION

University of Texas at Austin, M.A. in journalism with highest honors. December 1991.
University of Texas at Austin, B.S. in advertising with highest honors. May 1987.

EMPLOYMENT

Team Lead at Flying Start naming in Dallas, November 2021 to present. Leveraging 30+ years of naming experience and decades spent as a creative director to oversee name generation at one of the nation's most dynamic naming companies.

Writer/Creative Director at Kevin Swisher Creative in Dallas, May 2013 to present. Writing, naming, and other creative services for local, regional, and national clients. Brand experience includes La Quinta Inns & Suites, Dallas Symphony Orchestra, Memorial Hermann, Teladoc, Ochsner Health, and the American Heart Association.

Creative Director/Writer at The Richards Group in Dallas, June 1987 to August 1989, and March 1993 through March 2013. Responsible for campaign creation and execution, as well as team oversight. Client experience included Centex Homes, Continental Airlines, Hyundai Dealer Advertising Association, Candlewood Suites, Wyndham Hotels & Resorts, Mayo Clinic, and MD Anderson Cancer Center.

Freelance Writer based in Austin, August 1989 to February 1992. Published stories in *Texas Monthly*, *Texas Highways*, *BOYS' LIFE*, and the *Austin American-Statesman*.

RECOGNITION

Two network TV spots on the Super Bowl, for Taco Bell
Work recognized by CA, The One Show, The New York Art Directors Annual and others

INTERESTS

Chess and yoga, which I'm bad at, and traveling with my wife, Marie, which I'm great at.