

Michael J. Insalaco
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Objectives

In advertising ... to use my experience, conceptual skills, copywriting and directing abilities to build brands and help my clients sell their products and services.

In life ... to be a committed Christ-follower, husband, father, friend and colleague. And, one day, to figure out how to play golf.

Collaborative Approach

Whether working in-house, in an advertising agency or as a freelancer, I've been blessed to produce branding and advertising creative for many great clients in various industries. I've gained a great appreciation for working with people who are good at what they do in their given fields. I respect their knowledge and rely on it as I develop creative strategies and concepts on their behalf. Using my experience and creative abilities, I present creative options, opinions and perspectives for us to consider as a team. When creative is approved, I direct all contributors through completion.

Professional Experience

2022 to present **Freelance Branding & Advertising Creative**

My clients pay me to create words and visuals to communicate thoughtfully what makes them special. I make sure the special permeates every message we put out there – from internal mission statements, communications to current customers and external branding and advertising. My job is to help my clients create messaging that is more memorable and compelling than they or an AI query can generate without me.

Examples of clients and brands served:

Thiesen Dueker Modern Wealth Management – a California financial advisor firm

401(k) Specialists – Employee retirement plan specialists

A-Plus Signs – Leading Central California sign manufacturing company

Bloodline – Nationally-sold cigar brand

Cigars Ltd – Central California tobacconist

Murphy Bank – California specialty bank

ESPN Radio – Fresno metro affiliate

- 2005 to 2022 **Revcom Advertising & Design**
Developed creative concepts and worked with creative team and outside vendors to produce package design, print and digital advertising, radio spots, videos, sales materials, product literature, social media creative and website content for a variety of clients.
Examples of clients and brands served:
Ruiz Foods® – America’s leading manufacturer of frozen Mexican food
El Monterey® – America’s #1 selling brand of frozen Mexican food
Tornados® – America’s #1 selling roller grill snack
Plantivore™ – new plant-based burrito brand
Artisan Bistro® – high-end frozen burrito brand
Not Your Nonna’s™ – Italian-style hot-to-go food brand
Wawona Frozen Foods® – frozen fruit company serving retail and foodservice
Aniln Windows & Doors – California-based manufacturer of replacement windows and doors
- 2000 to 2005 **Panagraph, Inc. / Creative Director and Senior Writer**
Developed creative concepts for variety of clients in diverse industries and all media. Wrote everything from corporation names and taglines to multimedia ad campaigns. Worked with creative staff to see creative execution through to fruition. Presented creative work to existing and to potential clients.
- 1998 to 2000 **Michael J. Insalaco / Freelance**
Served as free-lance creative director and copywriter for variety of clients.
- 1997 to 1998 **Val Print Companies / Marketing Director, Creative Director**
Served as in-house marketing director for network of printing companies. Served as creative director and copywriter for clients not represented by agencies.
- 1996 **Blue Cross of Washington and Alaska / Advertising and Promotions Team Leader**
Oversaw in-house talent and advertising agency in development of all advertising and promotion for large Northwest health insurance company.
- 1991 to 1996 **ValuCare & Priority Health Services / Communications Coordinator**
Developed creative concepts and copy for all image-related communications. Oversaw external advertising agency in development of all advertising and public relations efforts for regional HMO and health management company.
- 1989 to 1991 **Boling Associates / Creative services**
Performed all creative services, from copywriting to print production, for all clients of regional advertising agency.

Education

- 1989 **BA from California State University, Fresno**
Major: Advertising, School of Journalism
Minor: Radio & Television, School of Communications