



OFF MELROSE

14970 East Aspen Drive, Fountain Hills, Arizona 85268 Phone 480.836.0330 Fax 480.718.8430

Company Manifest

Off Melrose is a full-service omnimedia communications agency headed by writer/editor Michael Terrill. In association with a team of talented freelance designers, Off Melrose provides writing, editing, design, and consultation services across all media:

Scripts for film, television, video, and radio	Media kits
PowerPoint® presentations	Press releases
Multimedia Flash presentations	Print ads
Internet content	Direct mail
Interactive CD-ROM	Speechwriting
Instructional design	Technical materials
Newsletters	Reports
Brochures	Articles

Companies that need gripping material with solid audience impact repeatedly turn to Off Melrose. Some favorite challenges and successes include:

Design website content, write informational, healthcare, and marketing copy, and coordinate photography for **Mayo Clinic**.

Rewrite a **United Way** corporate marketing video and television commercial just one week before shoot, both produced by **Randy Murray Productions**.

Write website and collateral marketing material to promote *Tartesso*, a multi-builder master-planned community by **Stardust Development**.

Rewrite and restructure PowerPoint® presentations and collateral marketing materials for the major accounts and sales team at **SolidWorks Corporation**, a \$600M 3D-CAD software conglomerate.

Design and edit instructional modules and other university-level curriculum related to semiconductor manufacturing, PC architecture, and electronics for the **Maricopa Advanced Technology Education Center**, in association with the **Maricopa Community Colleges**, the **National Science Foundation**, and **Intel**.

Write direct mail, press releases, brochures, and other marketing/branding copy, and coordinate marketing efforts for **Prudential Arizona Properties**, part of the **Prudential** real estate brokerage.

Write and develop television commercials introducing **Subway's** new Protein Power Salads in the Phoenix test market.

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Write direct emails for **HMI Marketing & Advertising's** comprehensive campaign promoting **Rich Dad's Insiders**, part of the **Rich Dad, Poor Dad** financial advisory group.

Manage instructional design and write interactive production scripts for FlexTech, **Universal Technical Institute's** e-learning supplement program for automotive technician training.

Manage corporate communications for **Sandra Marsh Management**, an international film agency representing Academy Award® and Emmy® award-winning artists. Communications efforts contributed to the funding and production of such films as *Spider-Man*, *Chicago*, *Signs*, *The Hours*, *The Hulk*, *Spy Game*, and *Cold Mountain*.

Develop curriculum and write training materials and production scripts for **Corpedia Education**, a Phoenix-based supplier of online and interactive corporate education materials to clients including **America Online**, **Unocal**, **Coors Brewing Company**, **PepsiCo**, and the **Arizona State Supreme Court**.

Pitch story concepts, structure episodes, and write scripts for the syndicated weekly television series *Star Trek: Deep Space Nine*, produced by **Paramount Pictures**.

Manage product content and copy, and create marketing materials for Los Angeles-based **Presentations Development Group**, a multimedia producer of Flash and PowerPoint® marketing materials for CD-ROM and Internet delivery.

Oversee design and layout of corporate and financial investment PowerPoint® presentations for **Credit Suisse First Boston**.

Write and edit the quarterly online and hardcopy newsletter and marketing materials of the **ATESM (Advanced Technology Education in Semiconductor Manufacturing) Conference**, produced in part by the Maricopa Advanced Technology Education Center.

Manage instructional design and write multimedia scripts to provide company-wide training for employees of **Countrywide Home Loans**.

Produce, write, and edit media kits and press releases for PR powerhouse **Clein+White, Inc.** regarding high-profile clients, including independent films and home video release campaigns for films such as *My Best Friend's Wedding*, *Stepmom*, and *The Lost World: Jurassic Park*.

Michael Terrill has provided professional communication services to leading companies and organizations for over 10 years. His broad range of expertise covers everything from television to PR, technical materials to multimedia, online content to instructional design.