

# Joe W. Fournet

*Developing solutions thru creativity*

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**Marketing ~ Advertising ~ Management**  
**Concept & Creative Development ~ Copywriting ~ Voice-over**

## Profile Summary

### ☛ A Bit-o-Background

- A talented professional with a multi-disciplined background of developing successful as well as *innovative* advertising and marketing campaigns
- Extensive *experience* in agency, entrepreneur and corporate venues
- Well-versed in communicating to various target markets such as retail, biz-to-biz, automotive, oil/gas/energy, and recruitment
  - Devised/wrote unique creative execution for global client's Dispute Resolution Program
  - Developed* copy & content for multiple brand enhancement broadcast campaigns
  - Orchestrated & produced distinctive advertising campaign for Coroner

### ☛ A Bit More

- *Successful* career documents advertising campaigns, radio and television spots, web site content, and collateral materials developed, written and executed from conception to completion
- Finely-tuned organization, communication and presentation skills; *Astute*, with exceptional ability to convey client needs when presenting strategically sound ideas and creative executions to client's target market
  - Created "Dick Tracy"-type character to headline recruitment Web page for high tech manufacturer

I  
Innovative

D  
Dynamic

E  
Experienced

A  
Astute

S  
Successful

### ☛ Out of the Ordinary

- Selected "Ghost Writer" by president of Halliburton for lead feature in major trade publication
- Wrote PSAs, performed voice-over, and served as MC for a major AIDS research benefit
- Led Pioneer Club restructuring, including enhanced communications and special events which resulted in major morale boost, increased membership, and improved finances
- *Developed*/wrote monthly trade ads for global company Halliburton; Two "Performance Profiles," garnered Top Ten Readership ratings in different trade publications
- Authored and presented a special recognition award and Mayor's Proclamation to Elvis Presley

### ☛ A Bit-o-Bio

- A Louisiana native, Joe graduated from McNeese University in Lake Charles with a degree in Business and followed with post-graduate work in International Relations at LSU in Baton Rouge. While in the Pelican State, Joe was an ad agency partner before opening his own shop.
- Joe moved to Houston in the late eighties to head the Bozell Worldwide office for the Chrysler account. Upon leaving Bozell some years later, Joe opened his own marketing consultancy, Ideas & More, where today he specializes in concept development, copywriting, creative direction and presentation counseling.

### Satisfied Clients Include:

Halliburton ~ Bechtel ~ Hydril ~ Texas Instruments ~ GeoQuest ~ Enron ~ House of Coleman ~ Nalco/Exxon  
Bozell/Texas Chrysler Dealers ~ Burlington Resources ~ Texas & Tennessee Pontiac Dealers  
Career Consultants ~ Marion Graphics ~ SW Louisiana Economic Council ~ Bernard Hodes Advertising  
The Fawcett Group ~ Rhymes & Co. ~ WaterLogic/Texas ~ PaperChaser.com