

# John B. Dutton

4647 Oxford, Montréal (QC) H4A 2Y9  
(514) 992-5771 jdutton@gmail.com

[www.JohnBDutton.com](http://www.JohnBDutton.com)

## Career Path

- 1998-present Created ads and written copy for **Bell Canada, SAQ, Cirque du Soleil, Saputo, Ski-Doo, Air Canada, Loews Hotels, Vachon, Opéra de Montréal, Alamo, Can-Am, Choice Hotels, Royal Canadian Mint, Intact Insurance, Reitman, Hitachi, Transcontinental, Chez Cora, FTQ, Natrel, Canada Bread, Desjardins, Ivanhoe Cambridge, Volkswagen, Rona, Pfizer, Laurentian Bank, Yellow Pages** and many others.
- 1988-1997 Television Director - **MusiquePlus**  
Over 9,000 hours of live broadcasting, over 9,000 hours of editing
- 1987-1988 Television Editor  
*He Shoots, He Scores (Lance et compte)* - **CBC**

## Experience

Advertising	Television
Branding	Radio
Public relations	Print
Direct marketing	Billboards
Promotions	Creative strategy
Sponsored magazine content	Press releases
Internet	Articles
Product launches	Corporate videos
Employee communications	Corporate brochures
Speeches	Sales collateral
Social media	Websites

## Rates

\$125/hr for strategic consultation

\$110/hr for creative writing

\$90/hr for straight text (e.g. web copy or brochure) or adaptation

\$60/hr for proofreading

25c/wd for pure translation (minimum charge \$90)

Short-form text, such as slogans and headlines, will be evaluated on a per-case basis and may be charged by the hour or as a flat fee. Minimum charge is one hour.

## Other Writing

May 2016	Novel, <i>Diamond Splinters</i>
January 2015	Novel, <i>Starley's Rust</i>
January 2013	Novel, <i>Silent Symmetry</i>
August 2012	Short story collection, <i>Life is Good</i>
September 2008	Screenplay, <i>The Human Tide</i> (co-written)
December 2007	Screenplay, <i>Rd 2 Nowhere</i> (awarded <b>Telefilm Canada</b> and <b>Sodec</b> grants)
August 2003	Screenplay, <i>Sane Men</i> (optioned by <b>Rapid Films, Dublin</b> )
April 2003	Novel, <i>The New Sense</i>
April 1998	Theatre play, <i>Sane Men</i> (produced at the <b>Geordie Theatre</b> )
February 1993	Sitcom pilot, <i>T.M.N.</i> (co-written, optioned by <b>Zolar Entertainment, Toronto</b> )

## Prizes

2007	<b>Boomerang Award</b> (B2C - Grande enterprise category) <i>Nurun</i> – <a href="http://www.spyder.brp.com">www.spyder.brp.com</a> (copywriter)
2004	25 <sup>th</sup> anniversary Gold Classic <b>Telly Award</b> * (humor category) <i>5 Minute Express Noodles TV commercial</i> (creative director-copywriter)
2003	Silver & bronze <b>Telly Awards</b> * (humor category) <i>5 Minute Express Noodles TV commercial</i> (creative director-copywriter)
1989	<b>Gémeau</b> Award nomination (humor/variety TV show category) <i>Céline Dion – Unison</i> (editor)

\*Telly Awards are prizes given in the US for commercials broadcast in local markets only

## Curriculum Vitae

Born July 23rd 1966, Warrington, England

B.A. (Honours) Degree in Film, Video and Photographic Arts (University of Westminster, 1987)

Speaks, reads and writes English, French, German, Italian