

Michael Bettendorf

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I am a writer.

Education:

Crispin Porter + Bogusky, Miami
Copywriter
January 1990-October 1993
Accounts:
Miami Herald
RC Cola & Diet Rite Cola
Florida Marlins
Rori Fashions

J. Walter Thompson, San Francisco
VP/ACD
October 1993-April 1997
Accounts:
California Lottery
Sprint
Nortel
Sun Microsystems

McCann-Erickson/Anderson & Lembke, San Francisco
SVP/GCD
April 1997-July 2009
Accounts:
Enough Microsoft to choke a horse
Oakland Athletics
San Francisco 49ers
Northstar-at-Tahoe

Freelance

July 2009-Present

Agencies: Wieden + Kennedy, Goodby Silverstein & Partners, JWT/NY, AttikSF
Brands: P&G, Chevy, Bloomberg.com, UbiSoft, Apple, University of Phoenix

School:

University of California, Berkeley
B.A., Literature in English