

Shihan Van Clief – Rebranding your story for the new world.

Copywriter, Speaker, Martial Artist, Poet and Owner, DPL Productions LLC

About me:

- 20 years experience rebranding your story for the new world.
- Copywriter, Poetry Slam champion, Karate Chop expert
- Excellent interpersonal and communication skills
- Strong creative thinker
- Problem Solver
- Social Media Consultant
- Dancer
- Movie enthusiast
- 1st poet to have a poem named ‘download of the week’ on iTunes
- Field marketer
- Incredible husband and father

Work Experience:

Barkley - Freelance Copywriter

September 2013 – July 2014 (less than 1 year)

Created concepts, idea statements, scripts and copy for engaging commercial, digital advertising and social content.

Wingstop Restaurants, Inc. - Freelance Copywriter

September 2013 – May 2014 (9 months)

Writer of radio/television and web campaigns for 2013-14.

Sockeye Creative - Freelance Writer/Performer

2007 – 2014 (7 years)

Performed and wrote copy for several internal presentations for Reebok/Adidas and Dick’s Sporting Goods

King and Country - Freelance Writer

November 2013 – December 2013 (2 months)

Writer and voice actor for pitch projects.

Radio Express - On Air Personality/Writer

December 2008 – December 2013 (5 years 1 month)

Wrote weekly segments for the ‘Sprite Street Mix’ a radio broadcasted to 14 countries in Africa.

adidas - Artist/Writer

July 2011 – July 2012 (1 year 1 month)

Endorsed Artist.

HBO - Talent Coordinator/Consultant for HBO's Def Poetry

2001 – 2008 (7 years)

Booked and oversaw Poetry talent for all 6 seasons of HBO's Russell Simmons' Presents Def Poetry.

Current TV - On Air Personality/Writer

2005 – 2007 (2 years)

Wrote and read copy for a variety of on camera segments.

UMCA - Field Publicity Grass Roots Marketing Manager

2004 – 2007 (3 years)

Organized field publicity teams in regional markets nationwide to target press and promotions for a variety of film releases. Focusing on spoken word venue competitions.

Nike - Performer/Writer

2001 – 2003 (2 years)

Wrote internal copy for various brand meetings (Sphere/Presto/Battlegrounds) and on occasion performed the written work.

Rock the Vote - Contributing Writer

2000 – 2000 (less than a year)

Co-wrote the 2000 'Tic Toc' Commercial Campaign.

Reebok - Freelance Writer

1994 – 1994 (less than a year)

Writer of the 'Blacktop' national TV commercial.

Universal Music Group - Composer/Writer

1993 – 1994 (1 year)

Specialties:

- Copywriting
- Team leadership and management
- Project and Product management
- Client services
- Poetry
- Karate
- Voice Over
- Public Speaking
- Creative Writing
- Theatre
- Teaching
- Acting
- Motivational Speaking
- Martial Arts
- Boxing
- Music Production
- Performing Arts
- Training
- Fundraising
- Storytelling
- Event Planning
- Blogging
- Entrepreneurship
- Television
- Social Media Marketing
- Marketing
- Event Management
- Social Media
- Improvisation
- Higher Education
- Facebook
- Social Networking
- Commercials
- Singing In My Shower
- Public Relations
- Sales
- Songwriting
- Composition
- Screenwriting
- Nonprofits
- Feature Films
- Art
- Comedy

- Music
- Video Production
- Film
- Film Production
- Entertainment
- Stage
- Video
- Publicity
- New Media
- Music Industry
- Talent Booking
- Festivals

Education

Misc places

CSU Dominguez Hills 1994-1996

Santa Monica College 1993-1994 Graduated with an AA in Liberal Arts and Humanities

El Camino College 1992-1993 Graduated High School at 16 and goofed around.

Awards

*Master Instructor of the Year 2001 – World Head of Sokeship Council...I told you I was a karate expert

Interests

Writing, listening to music, occasional naps