



Keith S. Haddock

Copywriter • Author • Scriptwriter

With over 20 years of professional copywriting and editing experience, I'm a seasoned writer who can both strategize and romance the language around products and services for maximum return. I'm a full service copywriter with a comprehensive understanding of the creative process at the agency level.

Marketing / Advertising / Web

TimeShaker – 2011 - present

As the 'creative' co-founder, I write all the copy, all the headlines, all the marketing. Currently our clients are four museums and city of San Ramon.

eBay / Haggin Marketing– 2004

Wrote web marketing copy for seller's and ebay University

Flax Art Catalogs – 2003

Product copy and headlines for Flax and T. Shipley Catalogs

Macys.com – 2002

Wrote web product copy for home and men's furnishings

Comedyworld.com – 2000

Managed, wrote and edited content for a crazy comedy start-up as their Managing Editor. We had big names. Then they went bust.

Mervyn's – 1998

Wrote print insert product copy for apparel

Cost Plus World Market – 1995-1998

Wrote and edited thousands of inches of print ads. Over 200 radio commercials. 3 TV commercials. Marketing brochures. Won 3 Addy Awards.

Novels – Graphic Novel

The Patricidal Bedside Companion (published novel) - St. Martin's Press, 1994

Thanatics (unpublished novel)

Middleman (unpublished novel)

Sister Cell (published Graphic Novel) - graphic adaptation of film script

Scriptwriter: Film, TV, Theater

Thanatics, A Rock Opera - adaptation of my novel; winner Best of San Francisco

Fringe Festival 2006, Best Musical Script

Hell - The Musical - modern musical adaptation of Sartre's 'No Exit'; winner Best of

SF Fringe 2009, Best Musical

Hitler in the Green Room – musical comedy; SF Fringe Festival 2017

Tripp - psychedelic biopic about 50s Rock n Roll DJ Peter Tripp

Death, Inc - TV series pitched to Fox and Fireworks; about the people who fake celebrity deaths

The Perfect Martini - feature script - semi-finalist for Project Greenlight, season 2

Hell - The Movie - Produced low budget feature-length adaptation of Sartre's 'No Exit'

The Rise and Fall of Johnny Karaoke - feature-length mockumentary of a karaoke superstar

Patricidal - adaptation of my published novel; positive coverage and repped by Creative Arts Agency

Middleman - adaptation of my unpublished novel of the same name

Four Long Days - true story of the Attica Prison Riot; adaptation of a true story

The Sea Bear - script for hire; story by Greg Aharonian

Sister Cell - script for hire; story by Greg Aharonian

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Writing Styles

Product Copy

Marketing Copy

Headlines / Banners

Branding

Editorial

Radio/TV

Microcopy / UX

Web / eCommerce

B2B - B2C

Fiction

Screenwriting

Playwriting

Clients

Macys.com

eBay.com

Mervyn's

Cost Plus World Market

Old Navy

Flax Art & Design

TimeShaker

ComedyWorld.com

Classic Vacations

Retina Telecine

Extension 11

Software

InDesign

Final Draft

MS Office

Google Docs

Mac / Windows platforms

Education

University of California, Irvine

• BA in Psychology

References available
upon request.