



## THE BAREFOOT CHRONICLES

I've always liked the feeling of cold tile flooring flat against my feet; the feeling of utter freedom and unrestraint; the feeling of youngness. And while, like so many women, today I am the proud owner of an impressive collection of shoes, my favorite pair are still my own two feet. I love being barefoot.

It takes me back to my early years, on a tropical island surrounded by the roar of the ocean, the scent of café, and the stickiness of cane sugar. ¡AZUCAR!

Ruled by Mercury, I was born a consummate dreamer, a communicator, a thinker and a passionate sun-worshipper-beach-bum who admires smarts, ingenuity, authenticity and laughter. Did I mention I'm a sea creature?

When I was six, my father predicted I would be a writer. Yeah, right! To me a writer was someone extraordinary, with the kind of exceptional talent no mere mortal could ever aspire to. As with so many other things in life, my father was right. Although how I got to do what I do still boggles my mind. I guess some things are just best left to the zodiac and the wisdom of wise men.

Following is the story of my journey through the world of advertising and my mere mortality as a writer.



As we all know, advertising is all about selling. That being the case, I guess my most successful campaign, and the one I hold dearest to my heart, was the one I launched while working in the publicity department at Polaroid's Latin American headquarters in Miami.

Days after the passing of the company's founder, Dr. Edwin Herbert Land, a brilliant, hard-working man and internationally-acclaimed inventor of many things useful including the polarizing lens, I wrote a letter to the VP of our division requesting that he approve the funding of my university education. I wanted to study English, History, Philosophy; walk away with a Liberal Arts degree. They suggested I consider Engineering, Accounting, Business. However, I latched on to Dr. Land's love for photography and the arts as the reason why I should be afforded the same opportunity as my more nerdy colleagues. The VP called me to say he didn't know whether my request would be approved given the corporate guidelines, but that he'd give my letter an A+. As it turned out, so did Polaroid, and they paid for my four-year degree, no questions asked. OK, so I got good grades.



Having witnessed my gift for persuasion, my boss at the time, another wise man, persuaded me to get into advertising. He said it was a perfect fit; that I would love it. Why? I liked publicity, but figured I had been at Polaroid long enough and there was really nowhere else for me to go unless he quit, which he wasn't about to do. So, I gave it a shot. And what a shot it was! Next thing I know, I'm working at Ogilvy & Mather on what was then the largest piece of business ever consolidated globally: the \$700 million IBM account.

I handled account services for the Brand and a few other segments for Latin America, the Caribbean and Asia. Remember *Solutions for a small planet*? Yeah, that. Talk about enlightening. It was here I first learned about teleportation actually being a product of research. Beam me up! Impressive.

While Account Management proved a very interesting enterprise, I soon found myself spending a lot of time on the right brain side of the office with, you know, the extraordinary ones. The year was 1995.

After broad exposure to the then brand-new concept of Ogilvy brand stewardship, as well as project management, media, creative and production, and the birth of my son, I decided – out of the blue – to become a bonafide copywriter. With little background, but lots of backbone, I sent out my first DM piece, offering my services to other ad agencies and design shops in Miami. And thus, Copy y Más was born.



A simple, casual, hand-made piece (consisting of a *Copywriter For Rent* ad placed amidst some of Miami's most upscale real estate properties on the market, printed on newsprint and glued to a blank postcard with a red dot) landed me an onsite freelance position at BBDO where I worked on Apple, Visa, Pepsi, Audi, GE, and a few other notables. Pretty soon JWT had me working on Shell, Royal Caribbean Cruises, Nortel and other accounts. At the same time, I continued to freelance for several local agencies, design shops and music studios. Back then it seemed like everyone in Miami had a piece of Sony. And Sony had a big piece of me.

What most impressed my clients, big and small, was the fact that I could deliver creative concepts and copy in both English and Spanish. Not translations, mind you, but actual original content (print, TV, radio, OOH, collateral) in the original language, accompanied by back-translations for their viewing pleasure. Smart!



As my son grew, my business flourished. Now it was mostly word of mouth. Life was Good. LWG that is, until 2000. That was the year the economy started tanking (well, one of the years, anyways). Given the fragility of advertising during tough times, I decided to go back into the workforce and started searching for something exciting to do. I looked into dot.coms, (Whew! Close call!), and corporate marketing communications departments as potential venues.

One good day, while searching online, I saw an ad that seemed to have been written for me. Delta Air Lines was looking for a marketing communications manager in their Atlanta headquarters. Atlanta? Beautiful, but there's no beach! But I could travel to them. Sold! Two interviews later, my bags were packed and I was headed for Hartsfield-Jackson for good. For me, Delta meant years of grueling planning, strategizing, budgeting, and agency management. Initially, I supervised the Latin American region and traveled widely to meet with our counterparts and the regional and local agency folks, the good people of Leo Burnett. Toward the end, I opted for what internally was referred to as "exit-US", meaning communications tailored to US residents traveling abroad. My most challenging and fun assignment came when we launched Santo Domingo as a new destination from NY.

While I went home every day with a right-brain migraine, this position taught me: 1) to be careful what I wished for (a job in a safe and secure industry — the airlines, what was I thinking?), and 2) the uncompromisingly instrumental business tools of the corporate world, something which I probably would have managed to avoid, if possible, but was obliged to face head-on during these four demanding years. Ok ...there were perks! All I needed was my passport and I could head for the beach.

Alas, all good things must come to an end. Toward the end of 2004 after the umpteenth offering of severance packages, I took one. And decided to go the freelance route once again. This time, though, I chose Fried Green Bananas as my moniker.





My new direct mail piece — targeted at local agencies in Atlanta and nearby states — was a bit more sophisticated and costly than the previous one had been. It not only required design and printing — the copy came pro bono — but also an endless inventory of fresh green plantains! Of course, the whole thing had to be assembled and dragged to the post office, plantains included. All in all, however, it turned out to be a very effective piece; praise was forthcoming — always good for the soul — but more importantly, it landed me a great account. You guessed it: Leo Burnett.

**Accesorios**

**MMR-60**



**MPS-60**



**MDS-60**



**MDS-70**





**Especificaciones**

Nombre: W810  
 Frecuencia: GSM/EDGE Cuatro Bandas  
 850/900/1800/1900 MHz  
 Dimensiones: 100 x 46 x 19.5 mm  
 Peso: 99 gramos  
 Pantalla: TFT de más de 262,000 colores  
 Color: Negro  
 Memoria interna: 21MB  
 Incluye: Memory Stick Duo™ de 512MB  
 Tiempo de conversación: Hasta 8 horas  
 Tiempo en espera: Hasta 350 horas  
 Tiempo en music mode: Hasta 30 horas



Teléfono Sony Ericsson Walkman®  
 Siempre conectado a tu música.



**W810**

**WALKMAN**

www.sonyericsson.com

**Sistema de audio para el hogar MDS-70**

Este sistema te trae un amplificador, altoparlantes y subwoofer, con los que puedes disfrutar fácilmente la música de tu teléfono en tu casa, en estéreo y con una excelente calidad de sonido. Podrás hacer una fiesta con todos tus amigos, únicamente con la música de tu teléfono Walkman®.



**Altoparlantes portátiles MPS-60**

Lo suficientemente pequeños para caber en tu bolsillo, pero con sonido que da excelente calidad a la música que tienes almacenada en tu teléfono Sony Ericsson Walkman®, estos altoparlantes portátiles son indispensables para cualquier amante de la música. Compartir tus canciones con tus amigos es muy simple: conecta a tu teléfono móvil y disfruta la música en estéreo, donde quieras que estés. Al obtener su energía del teléfono móvil, el MPS-60 es un accesorio verdaderamente portátil. Por medio del menú del teléfono puedes seleccionar canciones y ajustar el volumen. Todo lo que necesitas para equipararlo es tu teléfono móvil con tu música preferida y el MPS-60.



**Sony Ericsson**

**Base Musical MDS-60**

La base musical MDS-60 de marca Walkman® es un accesorio que te permite compartir la música guardada en tu teléfono con varios personas. Solo tienes que poner tu teléfono en la base y subir el volumen. Es un accesorio verdaderamente portátil ya que es plegable y forma energía de una batería o de un tomacorriente de pared. El exclusivo pero discreto diseño lo convierte en una atractiva adición a tu selección de accesorios de música.



**Transmisor de Música FM MMR-60**

Conecta este práctico transmisor a tu teléfono Sony Ericsson Walkman® y escucha en tu radio FM la música que tienes almacenada. Con un alcance de hasta 10 metros, ya no tendrás impedimento para compartir con quien quieras tus "playlists". Es muy simple de usar y además, para mayor eficiencia, guarda en su memoria la última estación sintonizada.

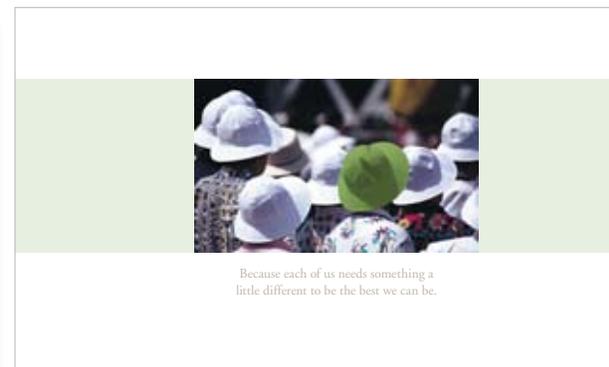
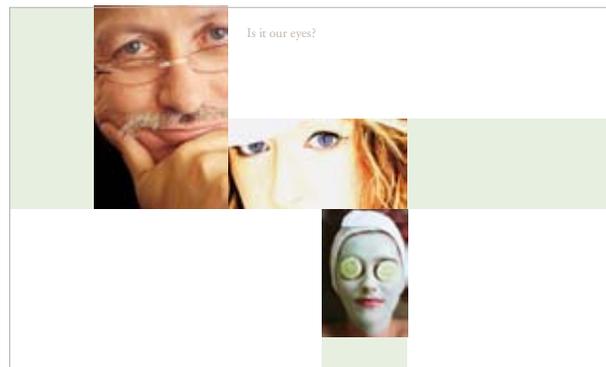
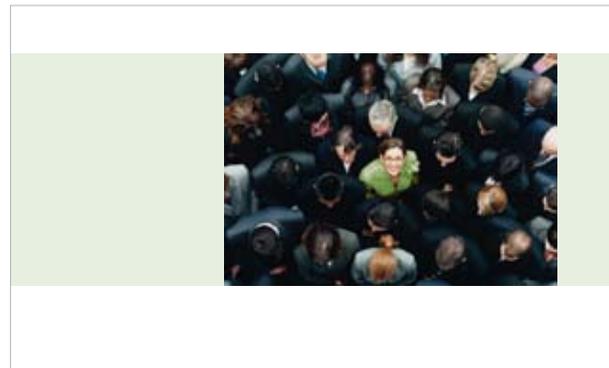
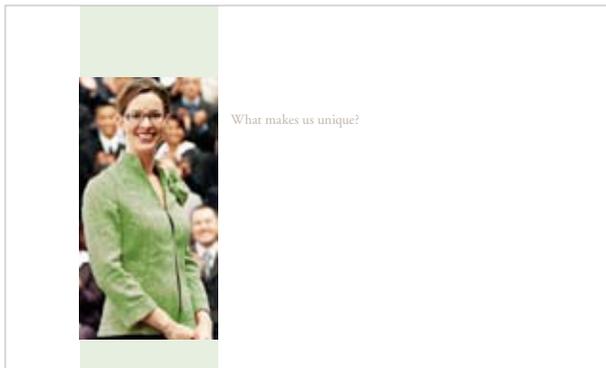


**Sony Ericsson**

Their Miami office managed the Sony Ericsson cell phone MDS account for Latin America, and a few others. I became their sole copywriter for almost two years before the decision was made to close their offices.



During this same period, I was employed full-time at MCI as copywriter in their marketing B2B department. Working alongside a marvelous group of creative professionals, we not only did great work, but had a lot of fun doing it, too. That was until the company merged with Verizon and became Verizon Business. Subsequently, 75% of the marketing department was let go. I was part of that mass exodus.



A year and many miles later, I find myself on the West Coast. California. The OC. I have arrived! Enticed by the promise of working on the United Behavioral Health business and, loving psychology and altruism, I pictured myself a Mother Theresa of the printed word, crafting messages of hope and inspiration. That soon changed, however, and I switched to crafting branding messages mainly to corporations and other insurance companies for Carrot, a health and wellness ad agency, and a creative arm of big U. While not very altruistic, it was not too shabby, either.

At Carrot, I had the honor and satisfaction of working on the foundational branding pieces of OptumHealth, another UHG company and our primary client. A brand new company itself, I was instrumental in creating their brand book, brand video, even their voice and personality and for concepting and creating their last two annual calendars and some of the artwork that currently hangs in the halls of their Golden Valley offices. Writer, art director and interior designer, sweet!



So ... what's next? Freelance work? For sure. Another senior copywriter spot? I'm listening. Or better yet, a creative director position? I think it's time I officially shared my skills and know-how with a group of crafty creatives who will, in turn, teach me a thing or two. I'm always up for a challenge; a new learning and sharing experience; and a good laugh. And if I can walk around barefoot, even better.

This is my story and it won't change no matter how many times I tell it.  
Well, maybe I'll edit it a little. And of course, I'm already working on a sequel.