

Udi Shorr

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- 1990-Present **Freelance Writer**, New York/New Jersey
- Sales training workshops, broadcast scripts, executive presentations, websites, computer-based training. Clients include ADP, AstraZeneca, AT&T, BMS, Canon, Deloitte & Touche, Guardian Insurance, GSK, IBM, J&J, Novartis, Ortho, Panasonic, Pfizer, Sanofi, Schering-Plough, Standard & Poor's, Unisys
- Grey Direct**, New York
One of the largest direct marketing agencies in the U.S.
- 1987-1990 *V.P., Group Creative Director*
Supervise art/copy teams, make client presentations to IBM, Save the Children, Dreyfus Investments
- 1984-1987 *Copy Supervisor*
Responsible for group's writing on IBM, General Mills, Shell Oil
- 1982-1984 **Wren Associates**, Princeton, NJ
Corporate communications for Fortune 500 companies
Copy Department Head
Write and oversee writing for AT&T, BMW, J&J, Ortho Pharmaceutical, Pfizer, Schering-Plough, Onkyo, and others
- Education **University of California Los Angeles**
BA, Cum Laude: Motion Pictures and Television
- Hobbies Kayaking, beekeeping