

## CLARENCE BURBRIDGE = EDITOR + LEADERSHIP

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Time to read these 450 words: three minutes

### EDITOR

- ▶ TBWA\Media Arts Lab. **Apple's** dedicated, worldwide creative agency. Los Angeles. 2015–2023  
**Created** the copyediting service, emphasizing:
  - **High craftsmanship**, and rigorous application of “Apple Marketing Communications Style” throughout every expression of the Apple brand—while strengthening and **clarifying** the **fizz, verve**, and **edge** of writers' **intentions**.
  - **Integration with teams** in creative, business affairs, strategy, and public-relations departments
  - **Coordination with project managers**, with deadline-driven, 100% on-time delivery of all decks, 24 hours a day, seven days a week**Drafted** news stories for public relations department. **Reported** on current market vernacular for account executives. **Published** weekly newsletter on copyediting. **Created** and maintained “Media Arts Lab Style Guide” as a comprehensive, searchable database of brand knowledge. **Developed** “MAL Style Guide” app for iPhone.
- ▶ Emerson Collective. Social-change organization. Palo Alto, California. 2018–2023
- ▶ TBWA\MAL FOR GOOD. Creative agency for nonprofits. Los Angeles. 2015–2017

### LEADERSHIP

- ▶ Spreading the revolutionary gospel that great movie makers can flourish far from the established capitals of the film industry, “Cinema Minima for Movie Makers Worldwide” provided **encouragement** as well as **market intelligence for midcareer film professionals on five continents**. The publication **led 30 accredited correspondents**—reporting from film markets and film festivals across Africa, Asia, Europe, India, North America, and South America—to **win a worldwide audience** that made it the **most-visited filmmaker website in the world** in 2005 (per Amazon Alexa rating). Promoted career connections with “Cinema Minima: **Far from Hollywood**” **networking events** in Paris and in Mumbai. Offered **provocative industry insight** with its “Sustainable Cinema” educational initiative. In 2007, **developed the first filmmaker-news app** for iPhone, and **produced the first filmmaker-news podcast**. Los Angeles. **Founder** and **executive editor**. 1997–2015
- ▶ Challenging much larger, established industrial-supply giants with plucky, national **direct-marketing** business-to-business campaigns, **led 25 employees** to annual sales of \$5 million, as chief executive officer of Aa: Badges & Tags Corporation, a manufacturer of industrial marking devices. Houston. 1982–1992

### PUBLICATIONS

- ▶ Handbook: “The Clarence Style Guide for Advertising and Marketing Communications.” Author. In preparation
- ▶ App: “Clarence Style.” Marketing communications style guide. Author, and developer. In alpha test

### EDITORIAL STYLES

- ▶ AP style, per “Associated Press Stylebook”
- ▶ Apple style, per “Apple Marketing Communications Style Guide”
- ▶ Chicago style, per “Chicago Manual of Style”
- ▶ JAMA/AMA style, per “Journal of the American Medical Association,” “AMA Manual of Style”

### LANGUAGES

- ▶ American English. Competence: native
- ▶ Metropolitan French. Competence: CEFR B1 intermediate

### TRAINING AND EDUCATION

- ▶ **Story analysis**. UCLA Extension
- ▶ **Public speaking** and sales presentations. Apple Houston Market Center
- ▶ Documentary film production. Rice University Media Center
- ▶ B.A., concentrations in art, and semiotics. Brown University