

RESUME

Relevant Experiences:

1970 – B.A. English, Colorado State University (CSU).

1971 – Post-grad studies Radio TV Film, CSU.

1972-78 Editor Regional Editions, *The United Methodist Reporter*, Dallas, TX.

Established book publishing division.

1978-82 The Stanford Agency, award winning copywriter / speechwriter.

1982-89 – Jean W. Yeager creative services for companies and ad agencies across the U.S.

1989 – 91 Research, taught and consulted in Organizational Development at The Centre For Social Development, Emerson College, Sussex, U.K.

1991-1997 – Consultant, Envision Associates, Spring Valley, NY.

2012 - Collected advertising work scripts, speeches, films and commercials accepted into John W. Hartman Center for Sales, Advertising Marketing History in the U.S. Duke University Libraries.

INTERNET SOURCES

Professional background site: <http://www.the-three.com>

Linkedin: <https://www.linkedin.com/in/jeanyeager2/>

Facebook: <https://www.facebook.com/jeanyeager2>

BLOG - THREE SIMPLE QUESTIONS <http://www.threesimplequestions.blogspot.com>

Twitter: @ThreeSimpleQues

John W. Hartman Center For Sales, Advertising Marketing History in the U.S.

<http://library.duke.edu/rubenstein/findingaids/yeagerjean/>

BOOK

“Th3 Simple Questions: Slice Open Everyday Life”, 2015, Westbow Press

BLOG

THREE SIMPLE QUESTIONS <http://www.threesimplequestions.blogspot.com>

200 – 1,000 / month readership

FACEBOOK – 350 followers

TWITTER – 400 followers

CORPORATE COMMUNICATIONS / ADVERTISING

Personal Site devoted to this work: <http://www.the-three.com>

Look here for client listings and audio samples.
Collected papers including 1978-1982 Stanford Agency / 7-Eleven materials

Duke University Libraries –

John W. Hartman Center For Sales, Advertising Marketing History in the U.S.

<http://library.duke.edu/rubenstein/findingaids/yeagerjean/>

Advertising copy writer and artist who managed his own agency, Jean W. Yeager, Inc. based in Dallas, Tex. Later taught at several Waldorf Method institutions; director of the Anthroposophical Society in America. Collection spans the years 1959-2012 and includes correspondence, direct marketing printed materials, print advertisements and recordings of radio and television broadcast commercials and public service messages that document Yeager's career producing advertising primarily for companies based in Texas. Examples of Yeager's original art are also included. Formats include audio- and videocassettes, audio reels and 16mm films. Companies represented include 7-Eleven, Coca-Cola, Frito-Lay, Radio Shack, Republic Health Corporation, Schenley, Southland Corporation, and Sterling Optical. The collection also touches on Yeager's involvement with the Anthroposophical Society and related enterprises, including Waldorf Method schools such as the Kimberton Waldorf School in Detroit. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.