

Morrie Kayanan is a native Washingtonian. He is also a certified Army brat. Aptly born at the Walter Reed Army Hospital on 16th Street, Morrie spent most of his formative years traveling far and wide, both throughout this country as well as much of Asia. So, if real life experiences are the true wellspring from which a copywriter may draw inspiration, then Morrie's sources run true, deep and strong. For over 20 years, Morrie has made his mark in the local advertising market. As a Senior Writer at Bozell Worldwide and Laughlin, Marinaccio & Owens, and as the Creative Director of the E. James White Company, Morgan-Burchette Associates and Crabtree + Co, he was instrumental at creating some of the most memorable and effective local, regional and national advertising campaigns. In addition to a dozen ADDY awards for TV, radio, web, print and direct mail, he boasts a career client list that includes a number of top Fortune 500 corporations such as General Electric, MCI, Amtrak, Hyatt and Marriott, as well as government clients like the Smithsonian, The Army National Guard, DC Metro (Subway & Bus WAMATA), The Virginia Railway Express, Verizon Federal and Bell Atlantic Federal.