TORI MALCANGIO · *Sr. Copywriter*

The Ever After

The fundamentals of effective advertising are rooted in storytelling. Flash-mob pageantry and slickster buttontry can only carry a brand so far. Lasting marketing, marketing that matters, connects via an authentic narrative. It's about stunning design meets a smart story and they live happily ever after. In the lavish castle of consumers' hearts.

Marketer Hat. Storyteller Wand.

Twenty-years as an advertising copywriter + master's degree in creative writing and literature. Strategy + story. Concept + character. Function + flair. Cosmic + human. Missions + marvels. Mind-blowing + bone fide. Psychology + Anthropology. Bird + chirp. Hat + Wand. You get where this is going.

Words and I, We Go Way Back

I've worked on marble-foyer clients and humble start-ups; at big and small shops; for smart and really smart people. I've been pulled in to reimagine new brands from the ground up and to resuscitate dying campaigns. I've authored brand books and mantras, TV spots and speeches, coffee-roaster websites and pie menus, banners and blasts. All the while, just happy to be mixing it up with twenty-six legendary letters.

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FREELANCE CLIENTS · 2007-PRESENT

Four Seasons Resorts, St. Joseph Hoag Health, Covenant Children's Hospital, Infantino, Thermador, National University, Pentax, Union Bank of California, Star Trac, Pick up Stix, Electra Bikes, Kwikset, Yahoo!Personals, Ossur, Carl Zeiss vision, Brehm Builders, id Analytics, Las Vegas World Arena, Open Energy.

AGENCIES

Greenhaus, San Diego, CA, 2005-2006
CLIENTS: Hard Rock hotel, John Laing homes, The Irvine Company, Pardee homes, The Grand Del Mar

VITROROBERTSON, San Diego, CA, 2003-2005
CLIENTS: Qualcomm Inc., Quidel rapid tests, Kyocera, Taylor Guitars, Yamaha Watercraft, Baby Einstein, Newcastle Brown Ale, Baskin Robbins, Marie Callenders, ASICS

Dizinno Thompson, San Diego, CA, 2000-2003
CLIENTS: San Diego Convention & Visitors Bureau, the Walking Co., Barona Casino, California Certified Organic Farmers, Birch Aquarium, Croce's, Hotel Del Coronado

EDUCATION:

Bennington College, 2012-2014. Masters in Literature and Creative Writing
Arizona State University, 1992-1996. Walter Cronkite School of Journalism. Graduated Cum Laude
Portfolio Center, 1997-1999

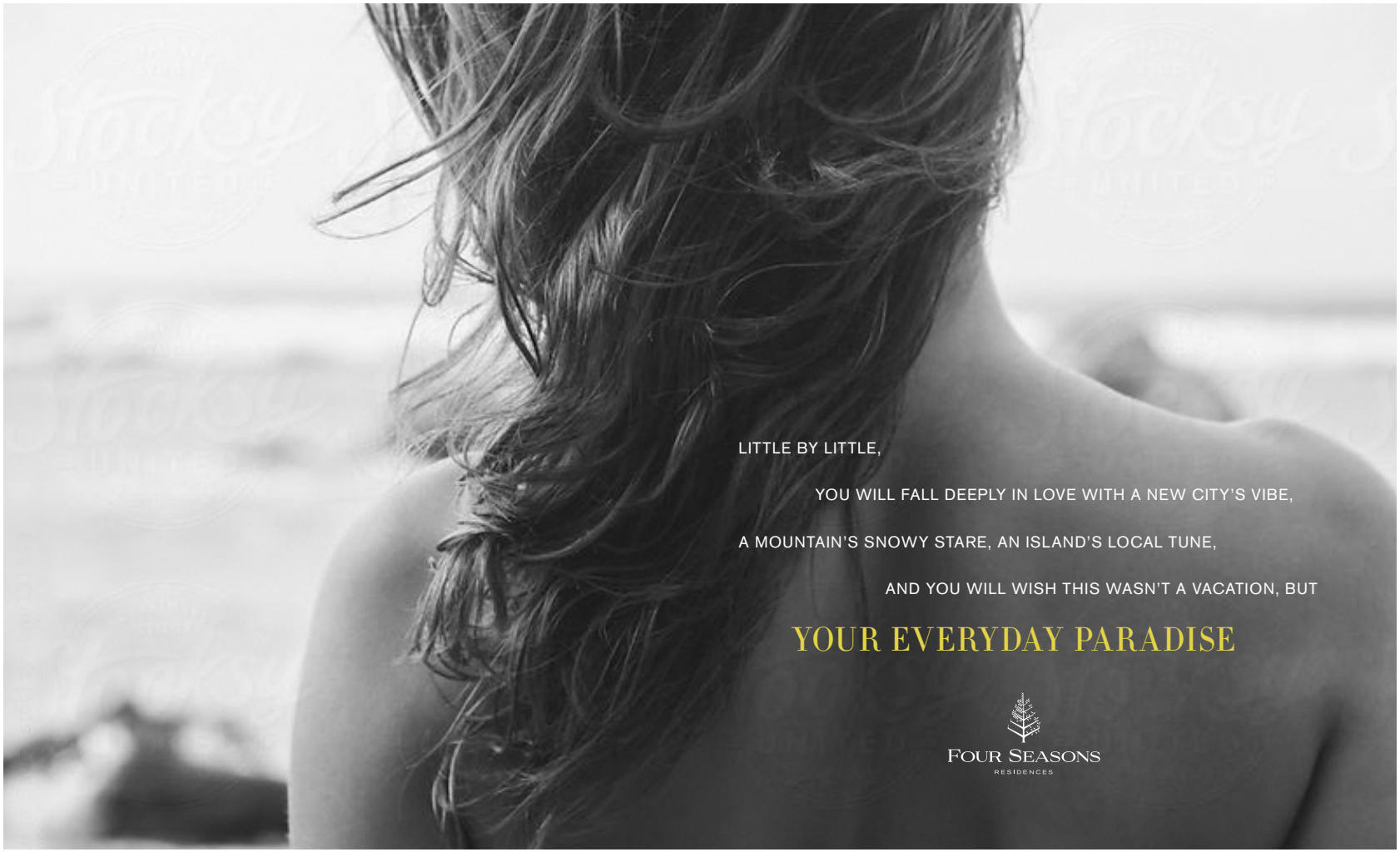
ADVERTISING AWARDS

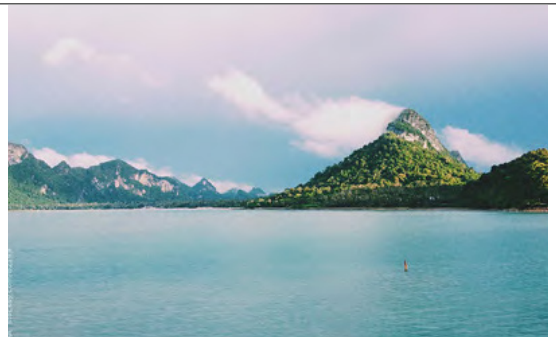
Communication Arts
Obies
PRINT Magazine
US Ad Review
Graphis

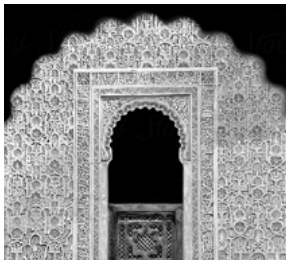
FICTION PUBLICATIONS AND AWARDS:

Glimmer Train, Cincinnati Review, American Literary Review, Chattahoochee review, Mississippi Review, Tampa Review, Cream City Review, ZYZZYVA, River Styx, AGNI online, Ruminate Magazine, Passages North; and more.

Winner of the Cincinnati Review Fiction Prize, William Van Dyke Fiction Prize, American Literary Review Fiction Prize, and Waasmode Fiction Prize.


LITTLE BY LITTLE,
YOU WILL FALL DEEPLY IN LOVE WITH A NEW CITY'S VIBE,
A MOUNTAIN'S SNOWY STARE, AN ISLAND'S LOCAL TUNE,
AND YOU WILL WISH THIS WASN'T A VACATION, BUT
YOUR EVERYDAY PARADISE
FOUR SEASONS
RESIDENCES





CONNECTING

NEAR *and* FAR
FRIENDS *and* FAMILY
STORY *and* TRADITION

YOU ARRIVE to a spectacularly appointed Villa with a gourmet kitchen, perhaps a private pool and likely a spectacular view. You settle in, claim a favorite chair. Your family is here too, reminiscing fireside. Everyone has a private room. Everyone is as excited as you are to be on vacation, to be together. Nothing is too far: not the spa, not the concierge, not the trails, ski slopes or ocean—depending on which Four Seasons Residence Rental you chose. And even though home might be a continent away, you will want for nothing. Luxurious accommodations, exotic locales, on-call pampering, a gathering place for generations. Rumor has it, we're behind many a fairytale vacation. *We invite you to come see for yourself.*

FOUR SEASONS RESIDENCE RENTALS

DOWN HOME + HIGH CULTURE

HOUSTON / TEXAS

In the bustling metropolis of America's fourth largest city, the Four Season's Rental Residences in Houston take their cues from the surrounding verve and innovation. High heel or cowboy boots, it doesn't matter. A show in the theater district, a masterpiece at the Museum of Fine Arts, mission control in action at the Space Center, a homerun at an Astros game. All the while, you have nothing on your mind except fun, or maybe food, since there's plenty of that here too. Your private apartment residence is home base, your recharge station where Four Season's staff cater to your every whim—*big, grand and Texas-sized pleasures and pampering.*

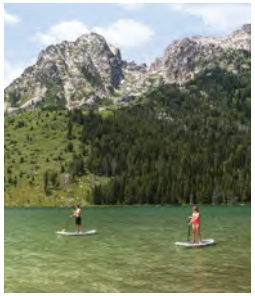
One/two-bedroom Apartments / 800 - 1,700 sq.ft.
Apartment-style amenities with stunning views of downtown Houston

FIRESIDE + MOUNTAINSIDE

JACKSON HOLE / WYOMING

On the valley floor of the Teton Mountain Range and only a short drive to Yellowstone National Park, the Jackson Hole Rental Residences embody a rugged and refined duality you can't find anywhere else. Summer or winter, the grasslands and mountains, rivers and streams, waterfalls and trails are your playground. Chairlifts are steps from your residence as is our Base Camp: everything you need in rentals and repairs to hit the slopes. Snake River is open come June for some of the country's best fly-fishing. Enjoy the pampered ease of renting year-round where every creature comfort awaits and any luxurious detail is possible.
How far off-the-beaten-path would you like to go?

Two/three/and five-bedroom Residences / 1,720 - 4,355 sq.ft.
33 Residences with panoramic views of mountains and/or the valley



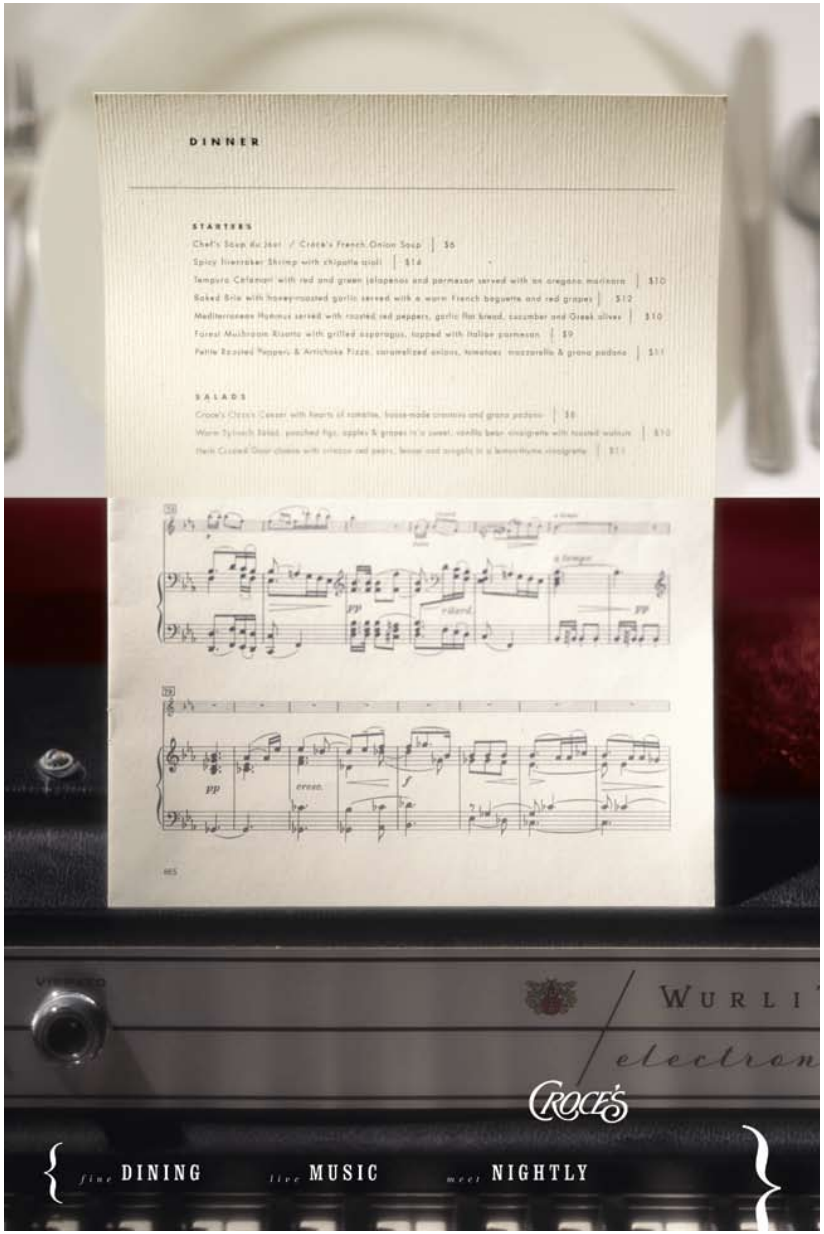
Did you know
THAT IT TAKES 43 MUSCLES TO FROWN
AND 17 TO SMILE?
In other words, shopping gives your face a break.
The wonders of medicine
meet the wonder of you.
St.Joseph Hoag Health
Hoag • Mission • St.Joseph • St.Jude

Did you know
THAT YOU TAKE 23,000 BREATHS A DAY?
Probably more at a clearance event.
The wonders of medicine meet the wonder of you.
St.Joseph Hoag Health
Hoag · Mission · St.Joseph · St.Jude
SIMON
AUTOMATIC SLIDING DOOR

Did you know
THAT YOUR HEART WILL BEAT AN AVERAGE OF 3 BILLION TIMES IN YOUR LIFETIME?
More if you power-walk the mall.
The wonders of medicine meet the wonder of you.
St.Joseph Hoag Health
Hoag · Mission · St.Joseph · St.Jude
SIMON
AUTOMATIC SLIDING DOOR

Did you know
THAT EACH TINY TASTEBUD
IS PACKED WITH 50 TASTE CELLS?
And that some people can taste a sale from the parking lot?
The wonders of medicine
meet the wonder of you.
St.Joseph Hoag Health
Hoag · Mission · St.Joseph · St.Jude
SIMON
AUTOMATIC SLIDING DOOR

CROCE'S
fine DINING
live MUSIC
meet NIGHTLY


DINNER
STARTERS
Chef's Soup du Jour / Croce's French Onion Soup | $6
Spicy Firecracker Shrimp with chipotle aioli | $14
Tempura Calamari with red and green jalapenos and parmesan served with an oregano marinara | $10
Baked Brie with honey-roasted garlic served with a warm French baguette and red grapes | $12
Mediterranean Hummus served with roasted red peppers, garlic flat bread, cucumber and Greek olives | $10
Forest Mushroom Risotto with grilled asparagus, topped with Italian parmesan | $9
Petite Roasted Pepperoni & Artichoke Pizza, caramelized onions, tomatoes, mozzarella & grana padano | $11
SALADS
Croce's Classic Caesar with hearts of romaine, house-made croutons and grana padano | $8
Warm Spinach Salad, poached figs, apples & grapes in a sweet, vanilla bean vinaigrette with toasted walnuts | $10
Herb Crusted Goat cheese with crimson red pears, lettuce and arugula in a lemon-thyme vinaigrette | $11
pp
ritard.
pp
pp
cresc.
f
WURLI
electron
CROCE'S
{ fine DINING live MUSIC meet NIGHTLY }

CROCE'S
fine DINING
live MUSIC
meet NIGHTLY

SOMEWHERE BETWEEN

CLASSIC ROCK & INDIE POP

THERE'S
PERFECT HARMONY.

Standard Pacific Homes (all-ages) • Toll Brothers (55+) • David Weekley Homes COMING SOON

Tag-playing and wine-pouring, two-stepping and BBQing. The community of Inspiration believes that when generations live together, life is thousands of experiences richer. But don't take our word for it. Come witness the unique synergy between nature and home, neighbors and community. And while you're here, sing your very own tune.

INSPIRATION™

InspirationColorado.com

A New Home Community in Douglas County with Homes Priced from the Mid $300,000s

- **Ranch homes**
- **A dedicated 55+ village**

Newland® COMMUNITIES

Newland Communities is the largest private developer of planned mixed-use communities in the United States. With our partner, North America Sekisui House, LLC, we believe it is our responsibility to create communities for people to live life in ways that matter most to them. www.newlandcommunities.com | www.nashcommunities.com

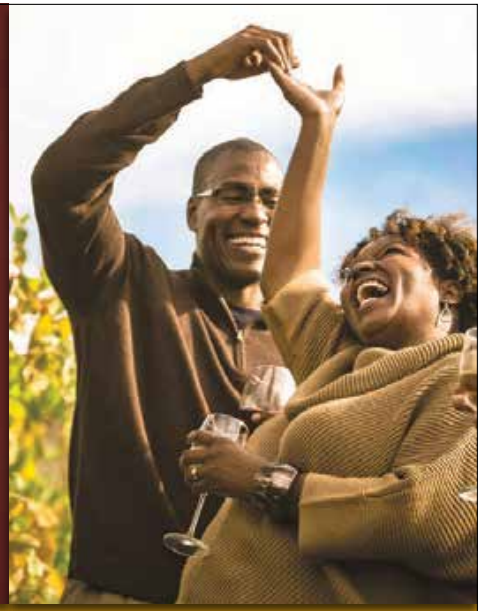
NAsh
North America Sekisui House

A PLACE BUILT AT THE

INTERSECTION

OF

RED ROVER & RED WINE.



Standard Pacific Homes **NOW OPEN** • *Toll Brothers (55+)* **COMING SOON**

Ready, set, go. Inside Inspiration it's that easy to find your happy. Parks with playgrounds, benches with sunsets, fun with fancy—the community's appeal spans generations. Ageless and loaded with memory making, once you're here you won't know where to start. May we suggest a game of red rover *with* a glass of red wine?

INSPIRATION™

InspirationColorado.com

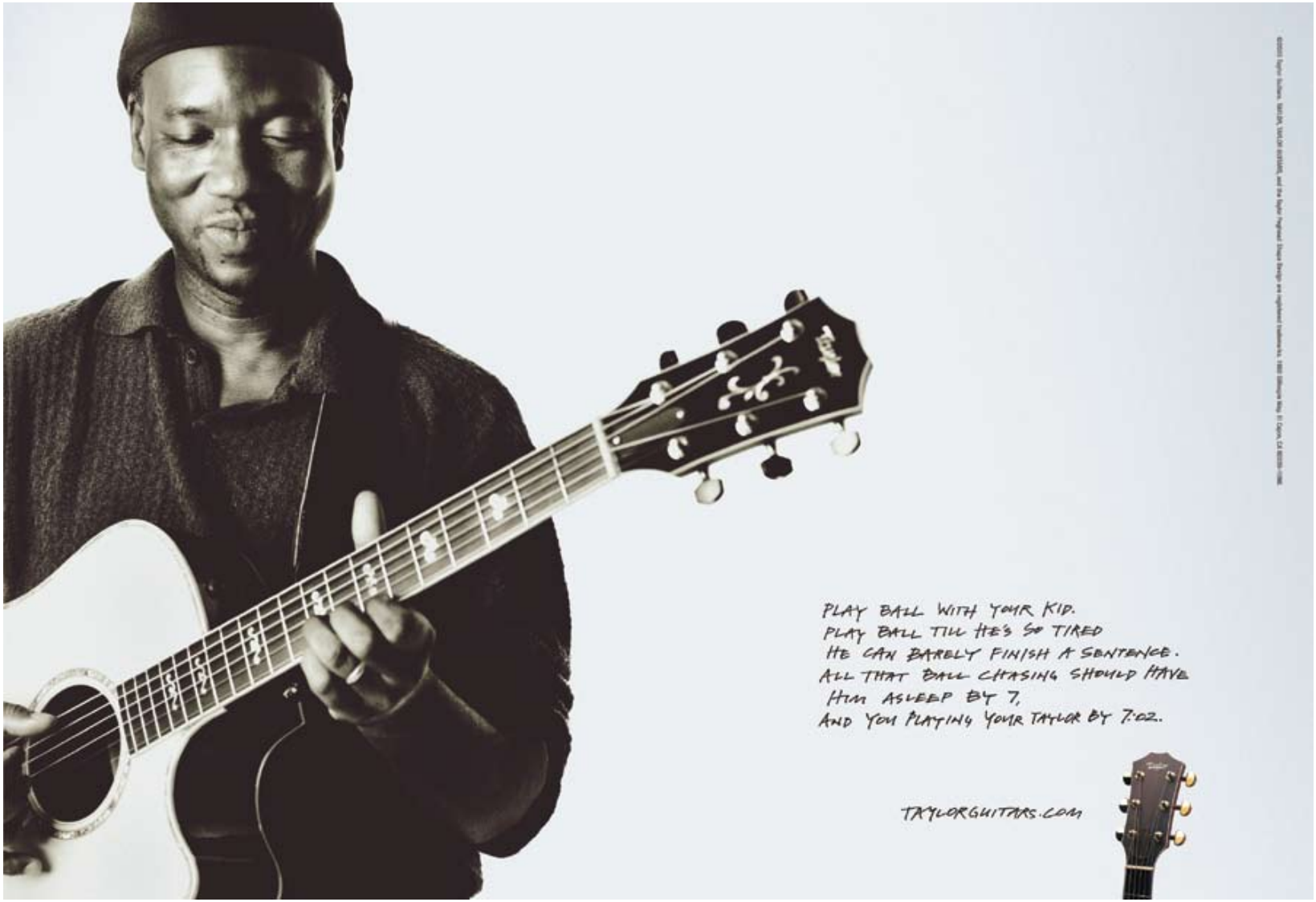
A New Home Community in Douglas County with Homes Priced from the mid $300,000s

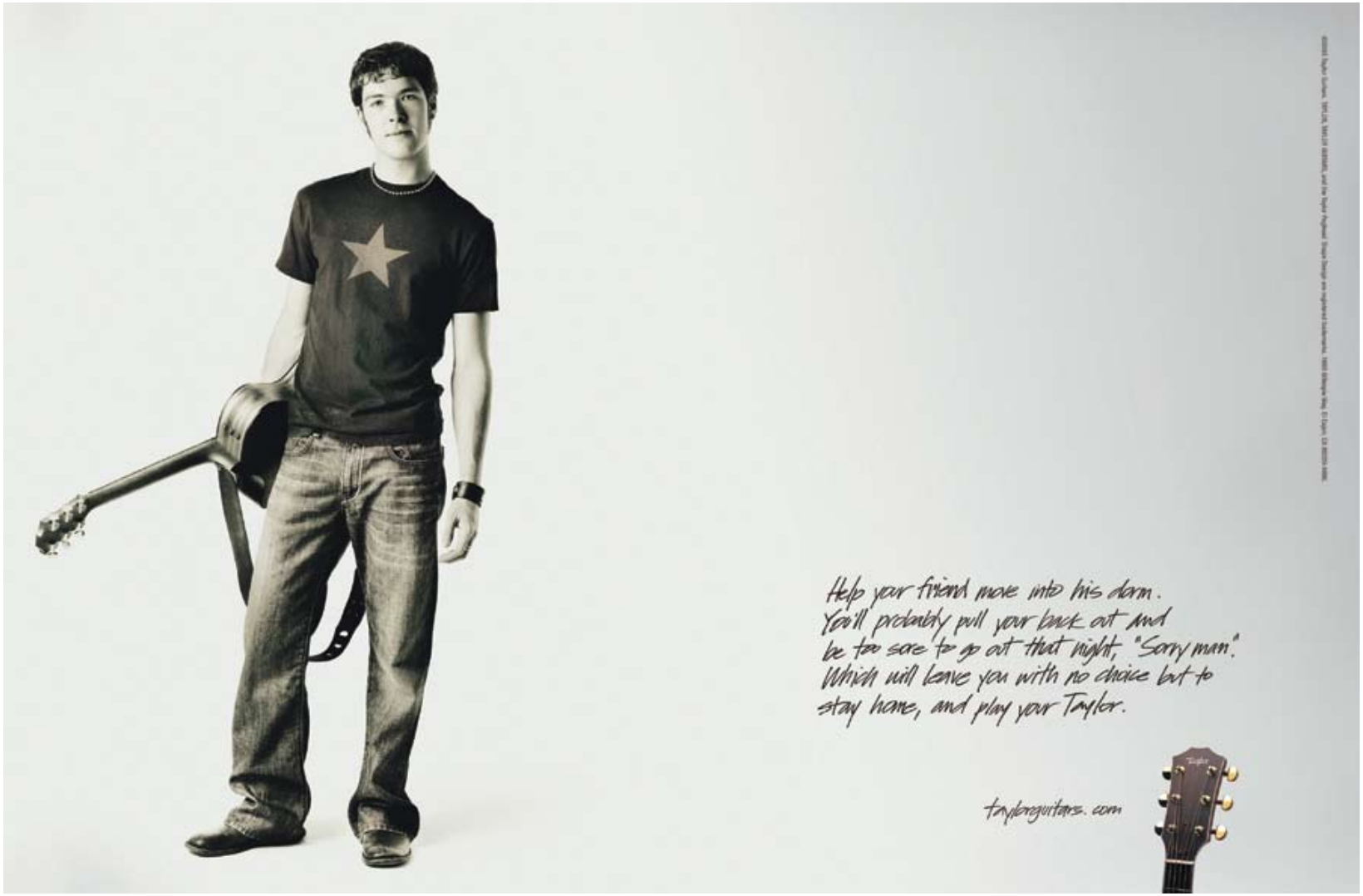
Ranch and two-story homes • A dedicated 55+ village

Newland® COMMUNITIES

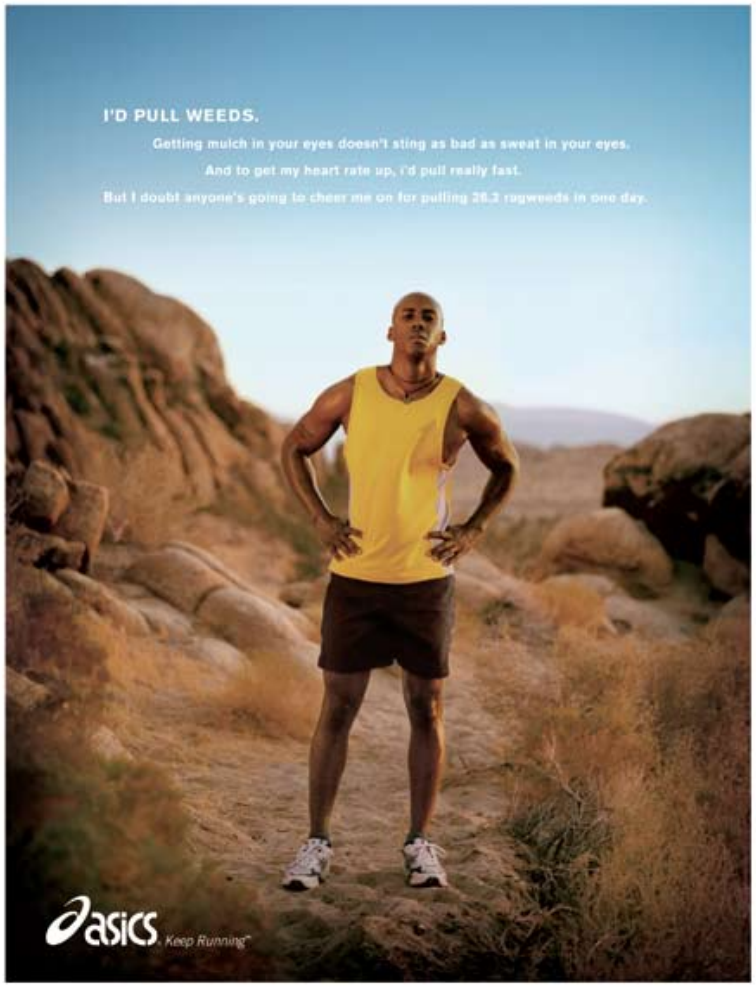
Newland Communities is the largest private developer of planned residential and urban mixed-use communities in the United States from coast-to-coast. Together with our partner, North America Sekisui House, LLC, we believe it is our responsibility to create enduring, healthier communities for people to live life in ways that matter most to them. www.newlandcommunities.com and www.nashcommunities.com

NASH North America Sekisui House

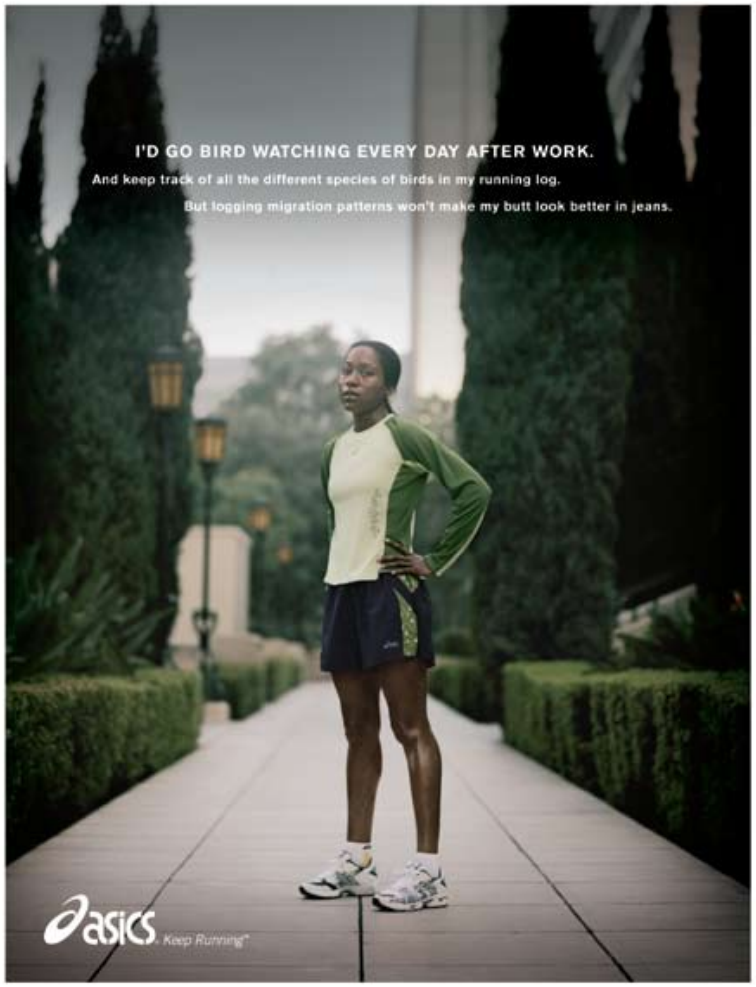

PLAY BALL WITH YOUR KID.
PLAY BALL TILL HE'S SO TIRED
HE CAN BARELY FINISH A SENTENCE.
ALL THAT BALL CHASING SHOULD HAVE
HIM ASLEEP BY 7,
AND YOU PLAYING YOUR TAYLOR BY 7:02.
TAYLORGUITARS.COM

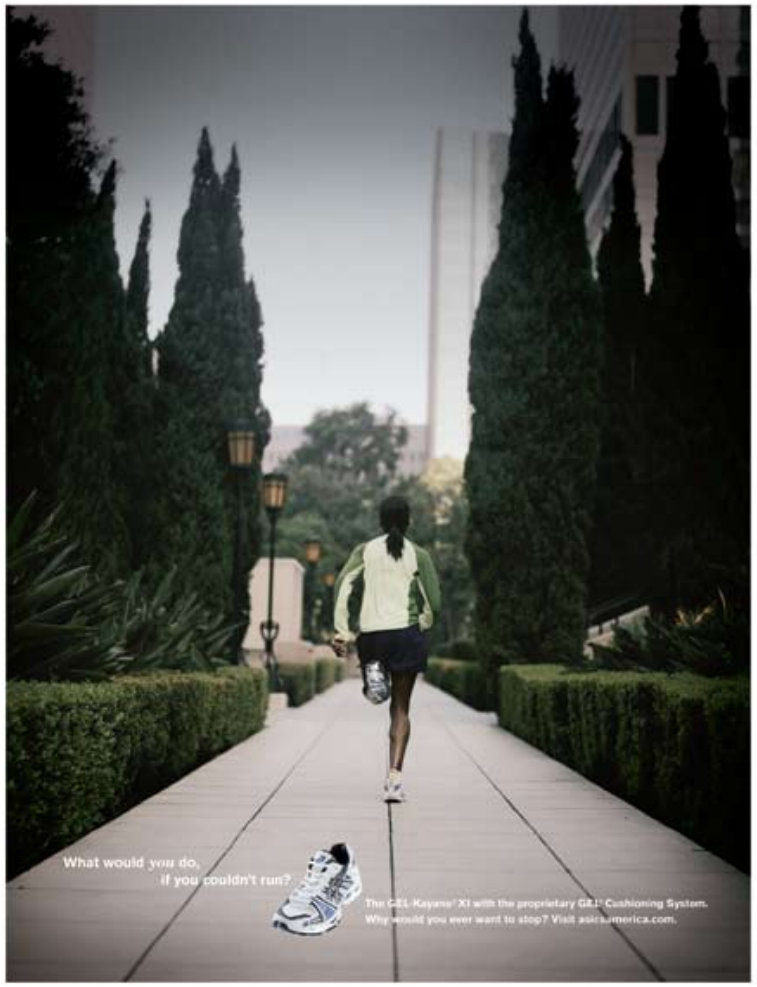

Help your friend move into his dorm.
You'll probably pull your back out and
be too sore to go out that night, "Sorry man."
Which will leave you with no choice but to
stay home, and play your Taylor.
taylorguitars.com

GIVE YOUR HUSBAND A GIFT, FOR NO REASON.
TWO TICKETS TO TONIGHT'S GAME.
HE GETS TO HANG OUT WITH BRIAN
AND YOU GET NINE INNINGS WITH YOUR TAYLOR.
WHAT'S NOT TO LOVE ABOUT BASEBALL?
TAYLORGUITARS.COM


I'D PULL WEEDS.
Getting mulch in your eyes doesn't sting as bad as sweat in your eyes.
And to get my heart rate up, I'd pull really fast.
But I doubt anyone's going to cheer me on for pulling 26.2 ragweeds in one day.
asics
Keep Running®

What would you do,
if you couldn't run?
The GEL-Kayano® XI with the proprietary GEL® Cushioning System.
Why would you ever want to stop? Visit asicsamerica.com.


I'D GO BIRD WATCHING EVERY DAY AFTER WORK.
And keep track of all the different species of birds in my running log.
But logging migration patterns won't make my butt look better in jeans.
asics
Keep Running®


What would you do,
if you couldn't run?
The GEL-Kayano® XI with the proprietary GEL® Cushioning System.
Why would you ever want to stop? Visit asicsamerica.com.

I'D REPAINT MY HOUSE.
You'd find me outside with all my neighbors
who aren't out running – mixing paint, talking paint, painting.
Until the fumes made me feel really good, like a long run would.

What would you do,
if you couldn't run?
The GEL-Kayano® XI with the proprietary GEL® Cushioning System.
Why would you ever want to stop? Visit asicsamerica.com.
asics
Keep Running™

K20D
· 14.6 Mega Pixel CMOS Sensor
· Weather & Dust resistant with 72 seals
· Anti-vibration body
· Compatible with ANY Pentax lense

K200D
· 10.2 Mega Pixel CCD Sensor
· Weather & Dust resistant with 72 seals
· Anti-vibration body
· Compatible with ANY Pentax lense

Whatever you do, please stay distracted. Never stop revealing the world's ticks and quirks, its big and small wows, its magic and nuance—all through a lense. What else is there, if not inspiration to take a journey into the uncharted, the untamed? That's how Pentax sees it, over here in Golden Colorado. You can see it any way you want. [pentaxslr.com]

PENTAX WHEN THE JOURNEY IS THE DESTINATION.

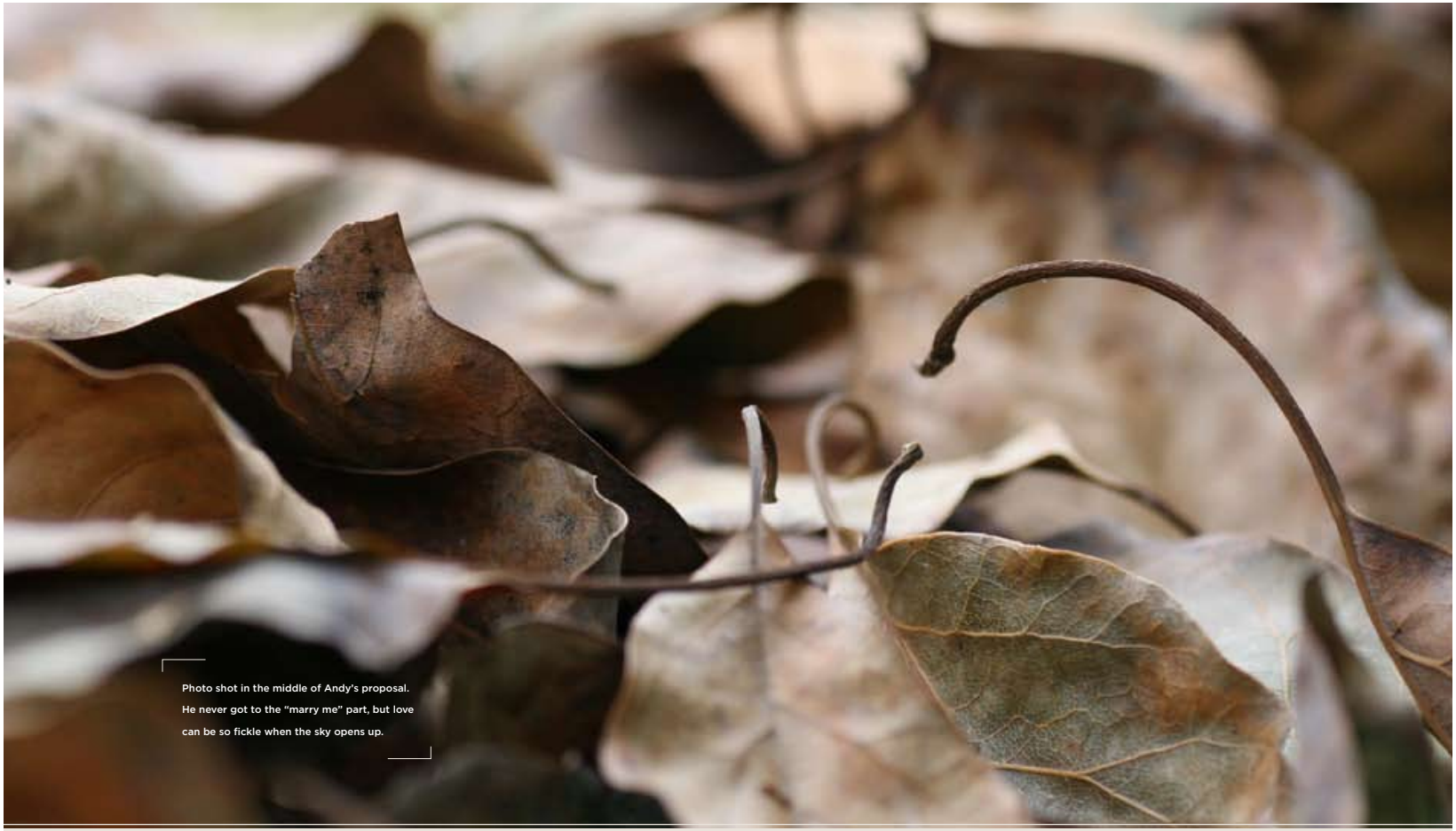


Photo shot in the middle of Andy's proposal.
He never got to the "marry me" part, but love
can be so fickle when the sky opens up.

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PENTAX WHEN THE JOURNEY IS THE DESTINATION.

2001 MAY, fifth Month.

THIS GARLIC TASTES "GARLICKY"

and other common side-effects of organic farming.

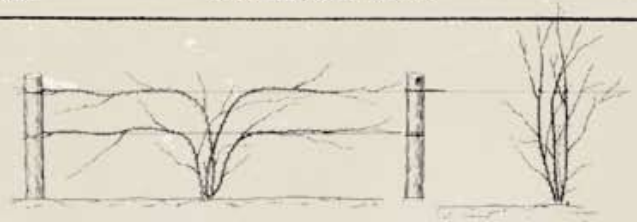
Seeds, saplings and tastebuds!

Pesticides taste like pesticides and sewer sludge tastes like, well, go ahead and guess. So the fact that conventional farmers spread that stuff on your lettuce and carrots may be why your tasty green salad is not so tasty green. Then there's organic farming. They don't do this. Farming of this nature begins in clean, rich, earthy soil; the kind that actually nourishes without the aid of growth hormones or pesticides. So whatever eats this produce, say a cow, remains a cow, not a steroid, pesticide flavored bovine. And while your health and the health of the environment are positively effected by organic farming, there's one aspect of these thousand-year-old farming techniques that'll convert any hard-core conventionalist: it tastes better. If that isn't enough, then we raise our salt shakers to chemical aftertaste and say, "may you have a large spice rack."

CCOF
CALIFORNIA CERTIFIED ORGANIC FARMERS

TO LEARN MORE ABOUT THE CERTIFIED ORGANIC MOVEMENT
CALL 888-423-CCOF OR LOG ON TO WWW.CCOF.ORG

MAY, hath 31 days. 2001



How you would raise your CHILDREN

IF THEY WERE DILL WEED.

May you raise healthy herbs!

Who knew that one steeped in sweat and seeds could offer up advice on raising a kid? In fact, this isn't even "advice." This is old-fashioned wisdom we're talking about, with roots tangled in tradition and success. It's called organic farming and these apostles to earth teach a remarkable sunrise to sunset lesson. A lesson that involves stepping in some patience. The kind that lets growth happen in its own time without hormones or anything outside of Mother Nature's bag of tricks. A lesson learned after picking-up a handful of common sense that says; if it grows up in sewer sludge it will taste like sewer sludge. And after learning what's missing: that pesticide isn't dangling in the air and that the apples don't don a layer of wax, it becomes perfectly clear. Perhaps raising a stronger, healthier generation of kids requires dabbling in organic farming first.

TO LEARN MORE ABOUT THE CERTIFIED ORGANIC MOVEMENT
CALL 888-423-CCOF OR LOG ON TO WWW.CCOF.ORG
CCOF
California Certified Organic Farmers

Before the invention of MACHINERY,

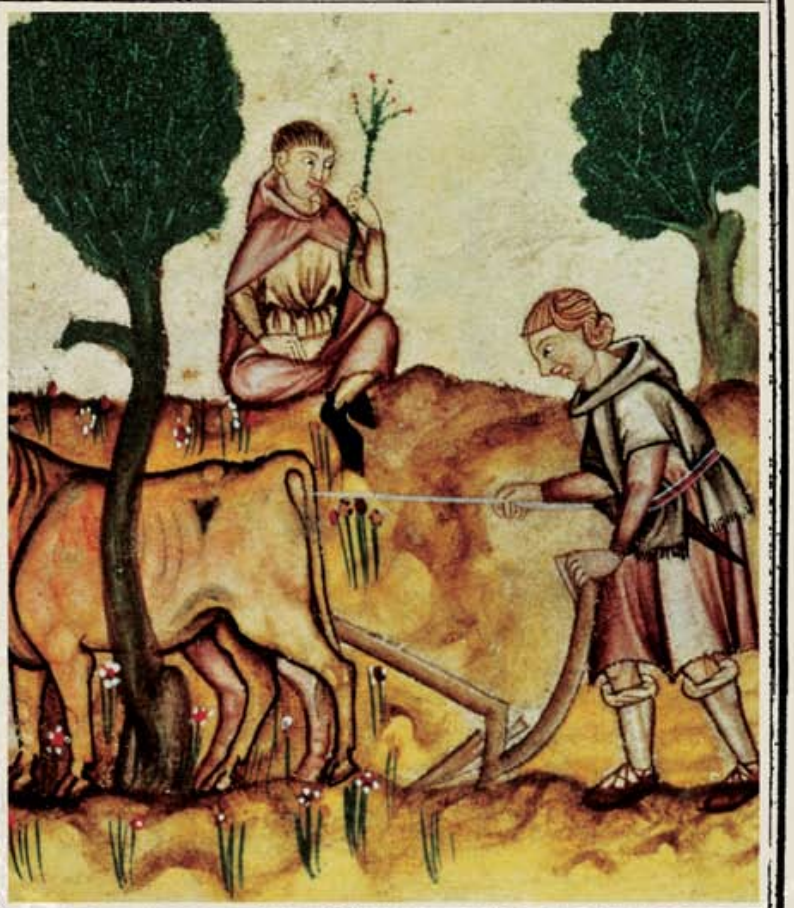
GENETIC ENGINEERING & PESTICIDES,

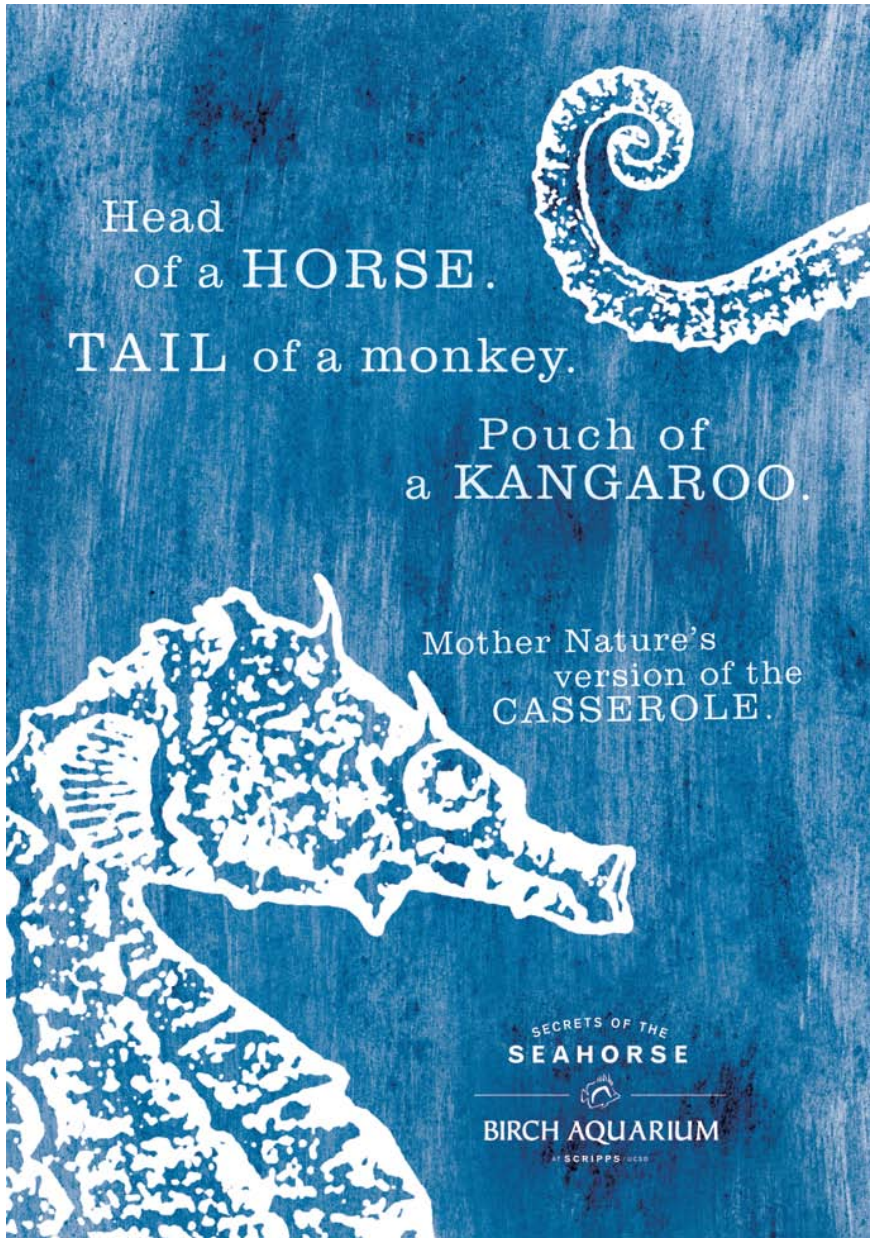
THERE WAS "ALTERNATIVE" FARMING.

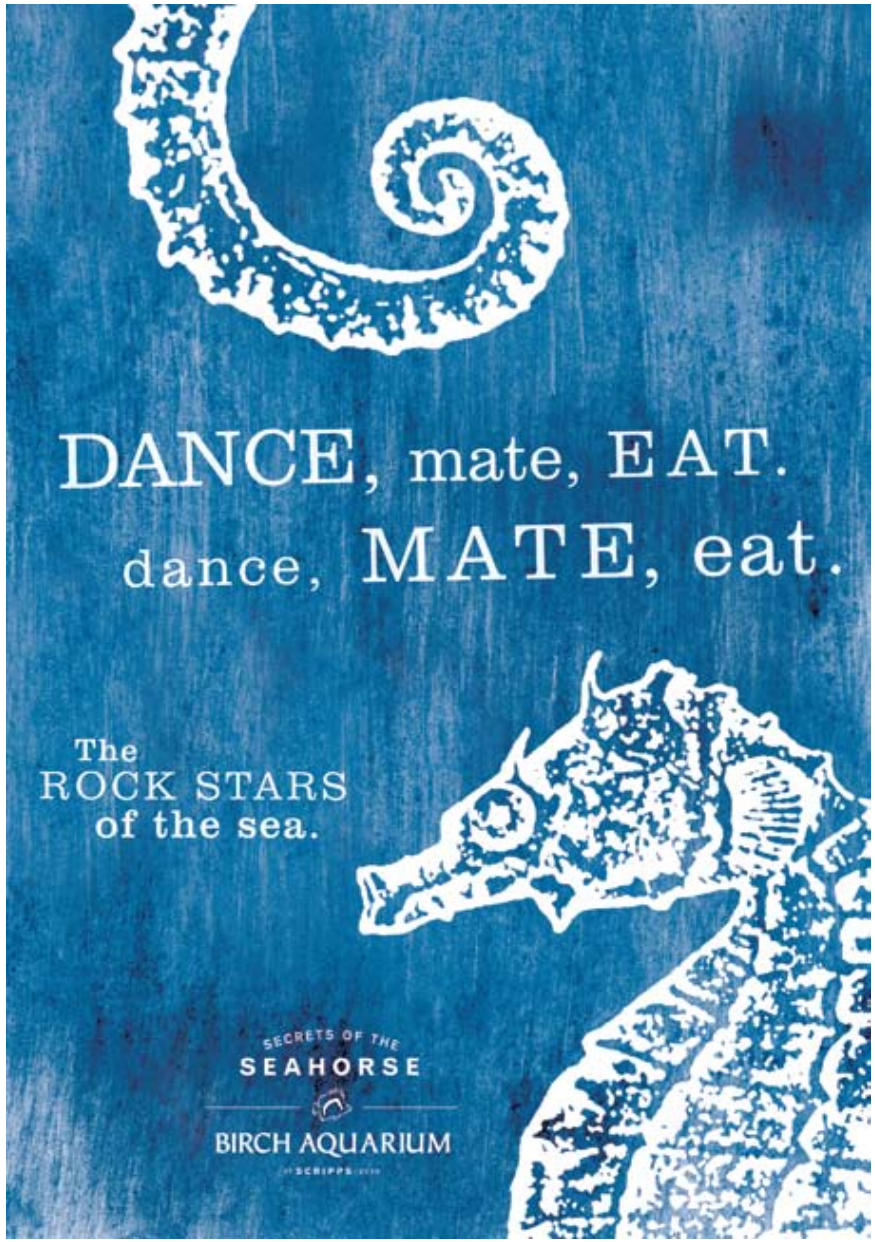
Use thy hands. Harvest thy crop. Know thy neighbor.

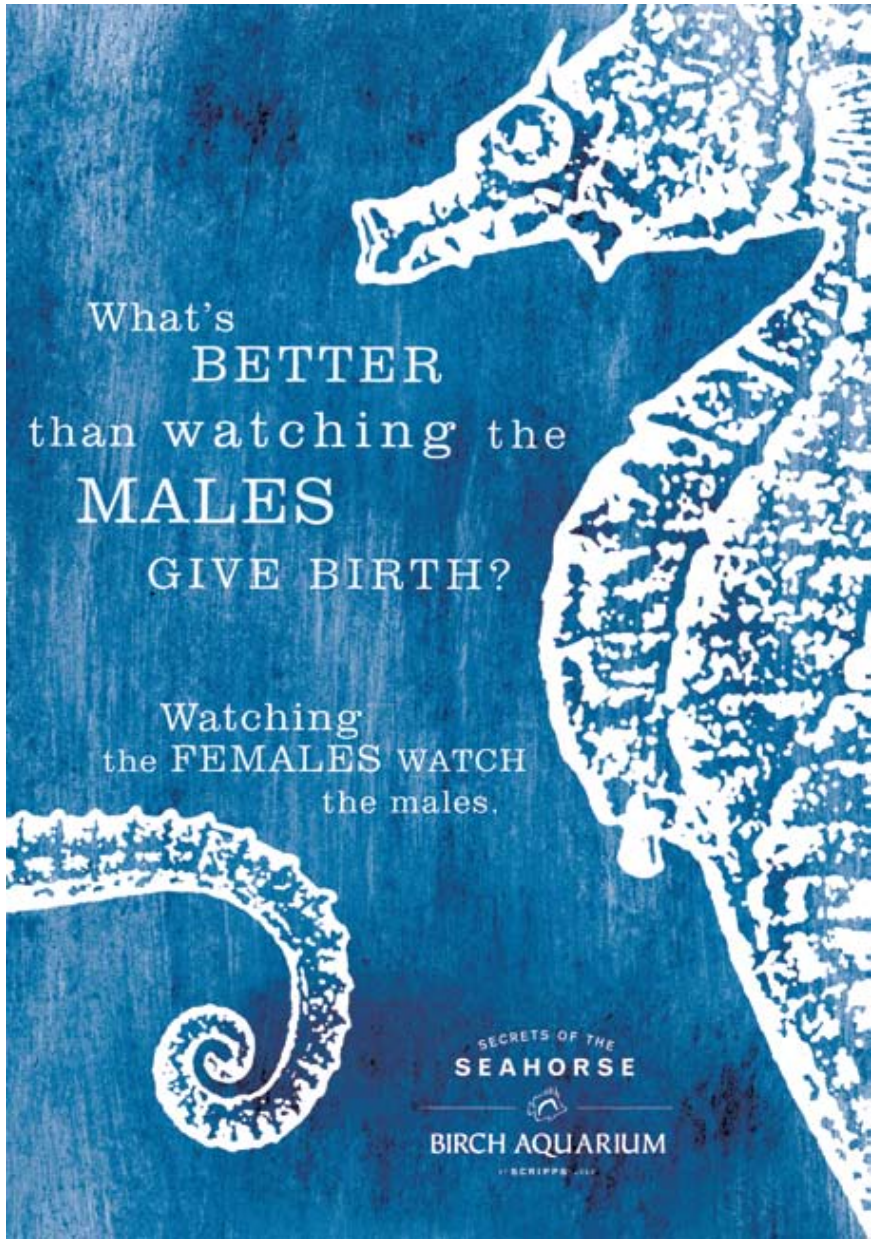
Let's step back a few hundred centuries and take a gander at those farmers who walked their own fields, dug their own holes and sowed their own seeds with a bucket in one hand and faith in the other. Some call it a simple time, but let's be honest, it was a smart time. They didn't use pesticides or chemicals or create hundreds of dangerous antibiotic resistant pathogens. And when it came time to wash up the fresh pick'ins, they scrubbed off dirt, not drug residue. We call this smart legion of folks, "organic farmers." And even today in the midst of pressures to harvest faster and produce more they continue to do it the organic way. Still not using growth hormones, still not feeding dead, diseased animals back to livestock and still producing foods with more flavor than conventional-farm-raised taste buds are accustomed to. So if being labeled "alternative" implies a higher level of taste, quality and health, then apparently, organic farmers are as different and strange as they come.

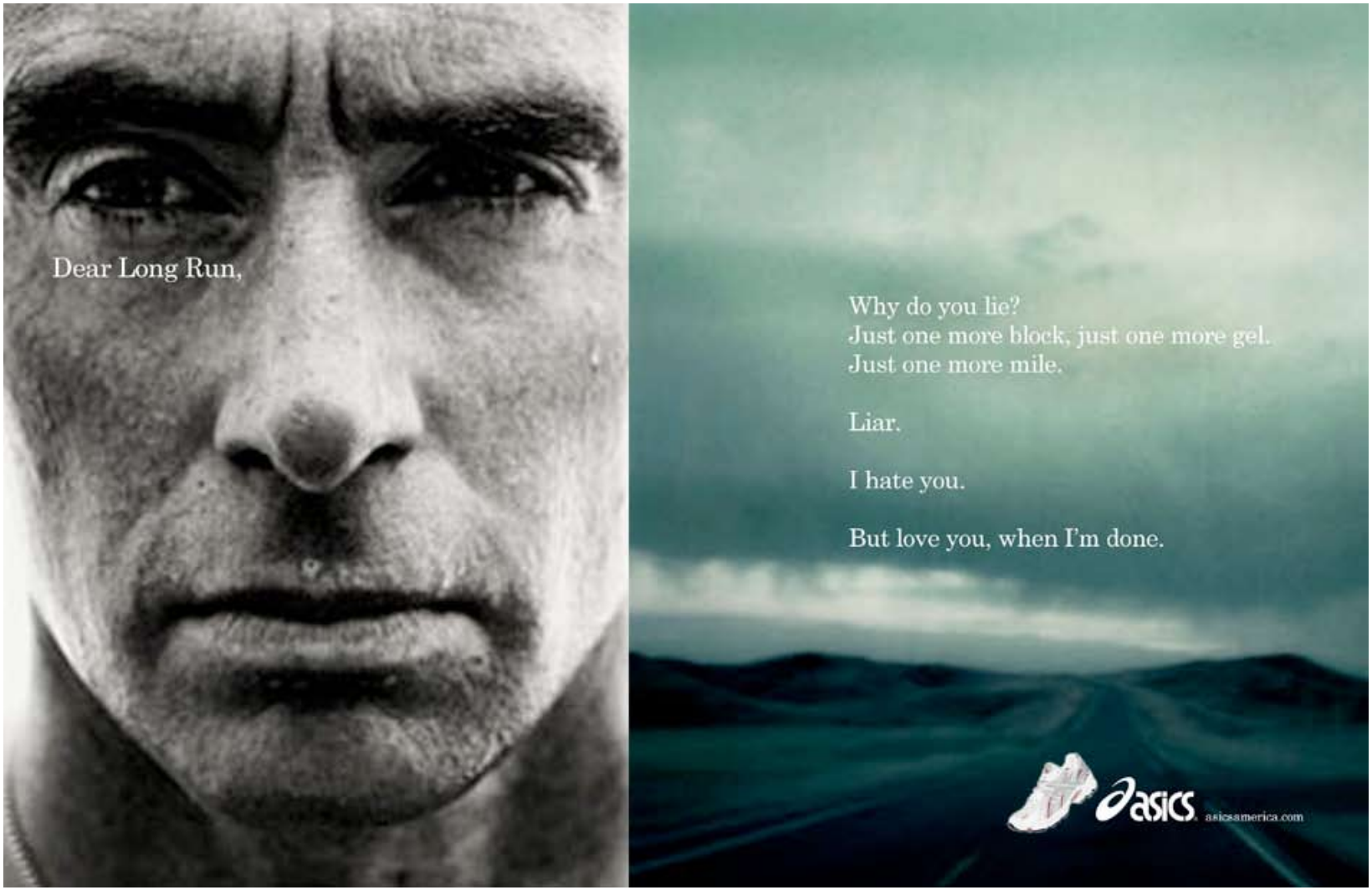
TO LEARN MORE ABOUT THE CERTIFIED ORGANIC MOVEMENT
CALL 888-423-CCOF OR LOG ON TO WWW.CCOF.ORG
CCOF
California Certified Organic Farmers

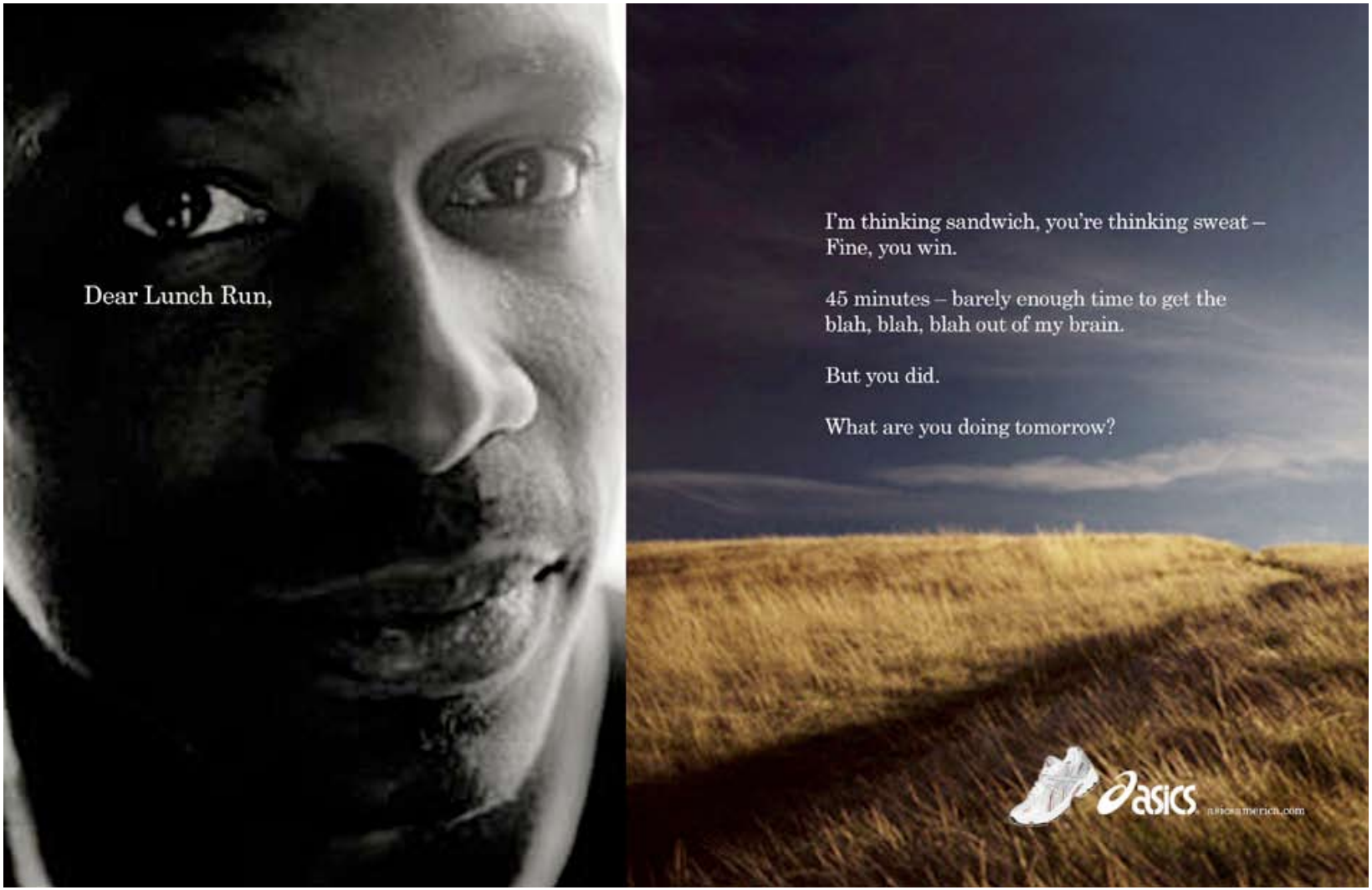


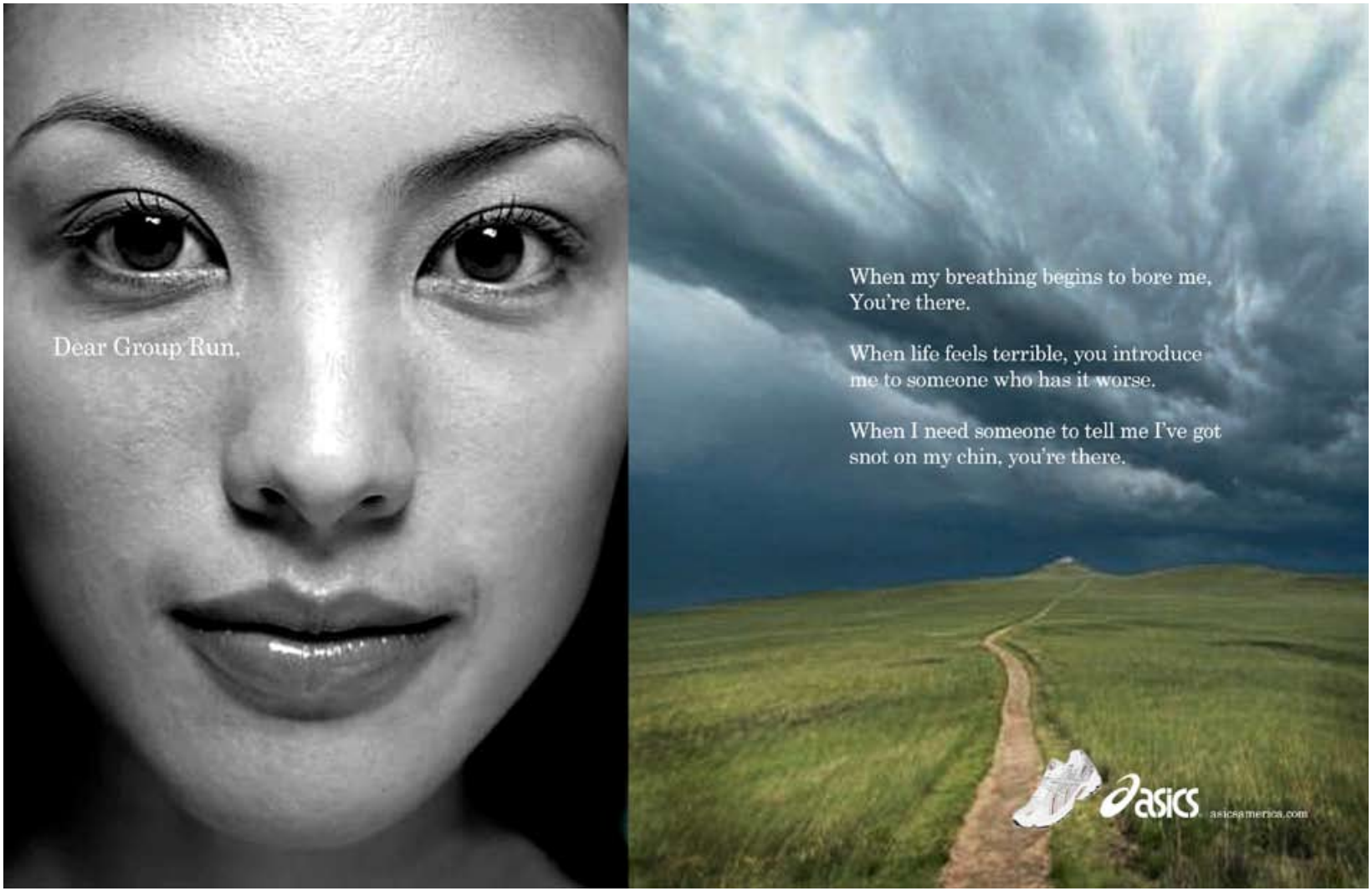

Head
of a HORSE.
TAIL of a monkey.
Pouch of
a KANGAROO.
Mother Nature's
version of the
CASSEROLE.
SECRETS OF THE
SEAHORSE
BIRCH AQUARIUM
AT SCRIPPS UCSD


DANCE, mate, EAT.
dance, MATE, eat.
The
ROCK STARS
of the sea.
SECRETS OF THE
SEAHORSE
BIRCH AQUARIUM


What's
BETTER
than watching the
MALES
GIVE BIRTH?
Watching
the FEMALES WATCH
the males.
SECRETS OF THE
SEAHORSE
BIRCH AQUARIUM


Dear Long Run,
Why do you lie?
Just one more block, just one more gel.
Just one more mile.
Liar.
I hate you.
But love you, when I'm done.
asics
asicsamerica.com


Dear Lunch Run,
I'm thinking sandwich, you're thinking sweat –
Fine, you win.
45 minutes – barely enough time to get the
blah, blah, blah out of my brain.
But you did.
What are you doing tomorrow?
asics
asicsamerica.com


Dear Group Run,
When my breathing begins to bore me,
You're there.
When life feels terrible, you introduce
me to someone who has it worse.
When I need someone to tell me I've got
snot on my chin, you're there.
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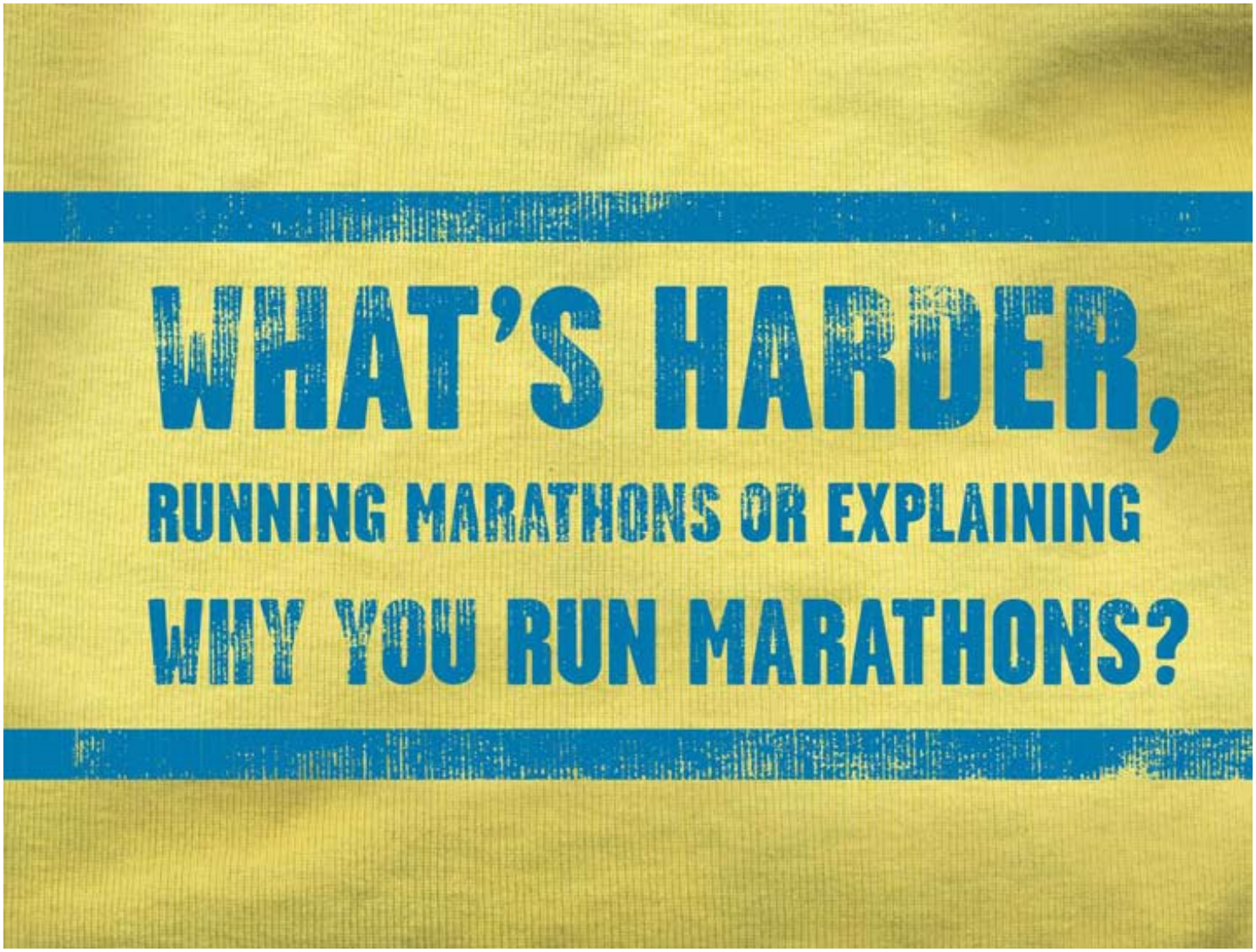
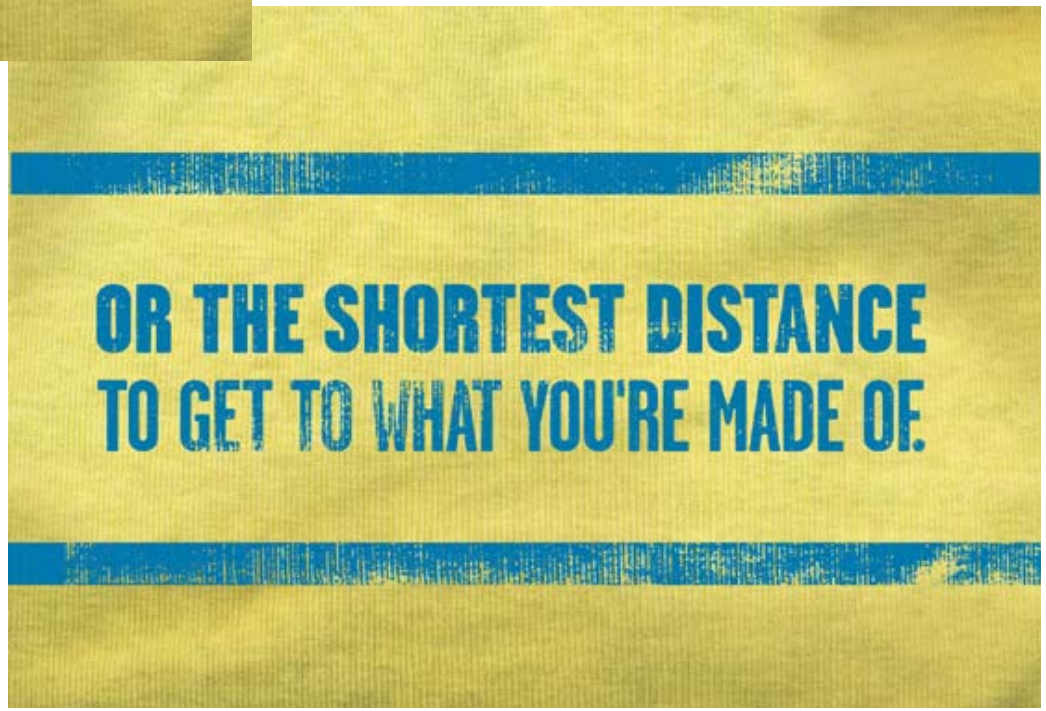

WHAT'S HARDER,
RUNNING MARATHONS OR EXPLAINING
WHY YOU RUN MARATHONS?

26.2 MILES.


OR THE SHORTEST DISTANCE
TO GET TO WHAT YOU'RE MADE OF.

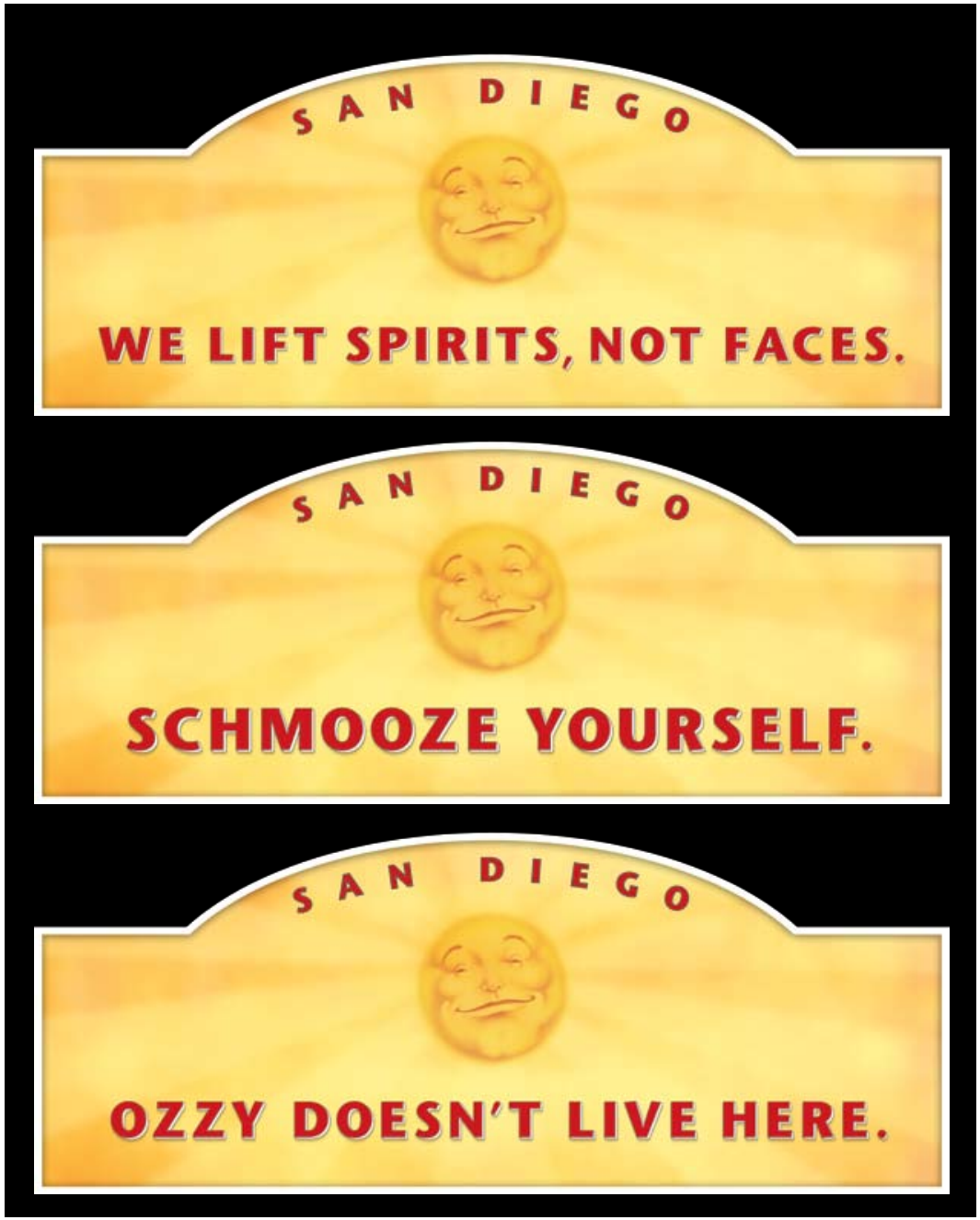
AT 18 MILES

YOU WONDER WHY YOU DO THIS.

—AT 26.2—

IT ALL BECOMES PERFECTLY CLEAR.

ING NEW YORK CITY MARATHON | 2004 | asics OFFICIAL SPONSOR ASICSAMERICA.COM


SAN DIEGO
WE LIFT SPIRITS, NOT FACES.
SAN DIEGO
SCHMOOZE YOURSELF.
SAN DIEGO
OZZY DOESN'T LIVE HERE.

SAN DIEGO
UNFORTUNATELY, YOU CAN'T
SQUEE-GEE THE SKY.
TEXACO

SAN DIEGO
CHANCES ARE, YOU NEED A
TUNE-UP MORE THAN YOUR CAR.
TEXACO

1-877-2GRANBY ★ VILLAGEHOMES.COM/GRANBYRANCH

YOU'RE TORN BETWEEN SHORT-SHEETING THE BED OR GIVING YOUR KID A WEDGIE.

– So you start a food fight. –

★

There's no growing up around here. 'Cause on Granby Ranch's meadowlands and mountain tops, summer camp lasts all year long. Hiking, golfing, fishing, skiing, snowboarding and whatever else nurtures your inner camper. Chicken fight!

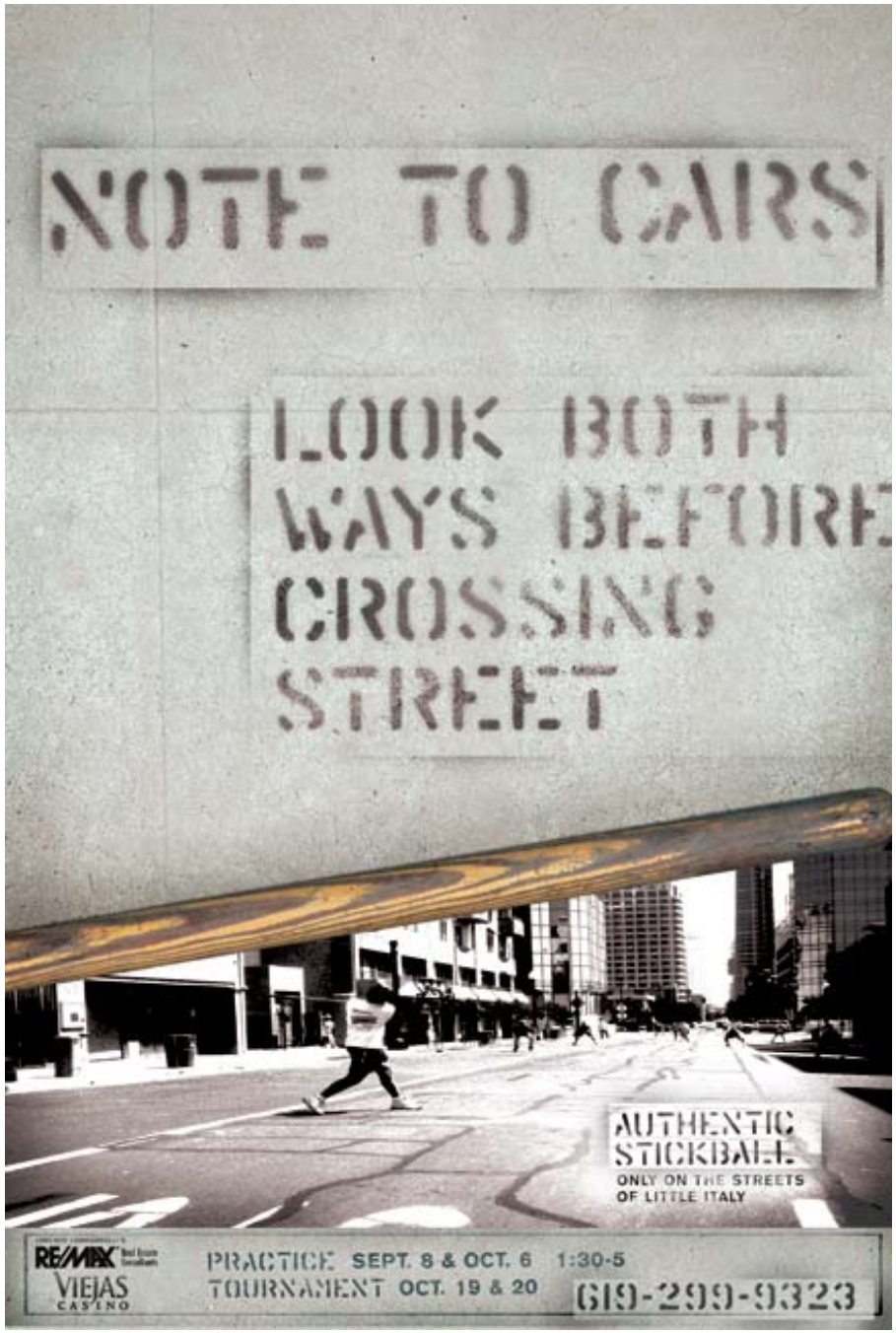
★

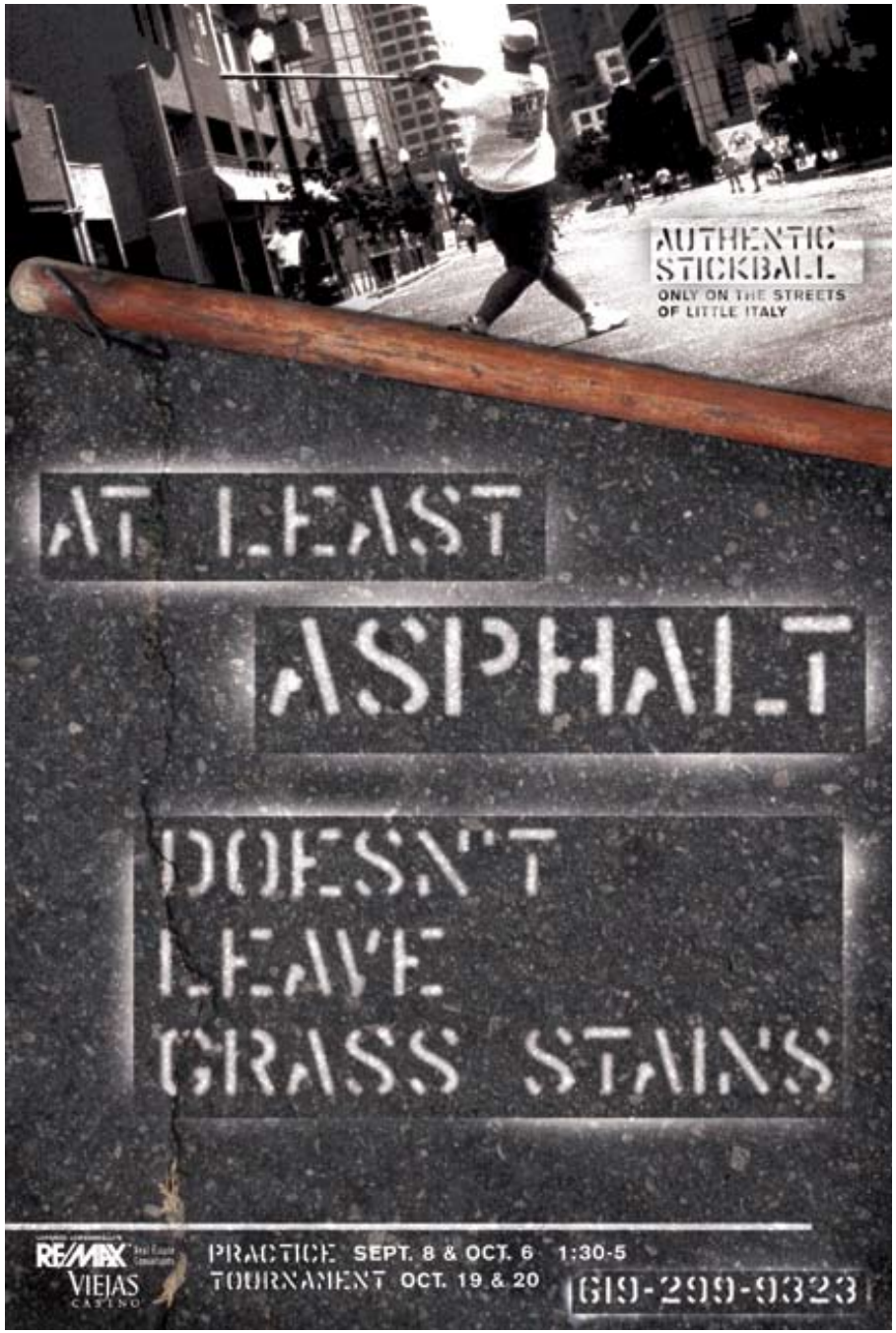
OFFICIAL HEADQUARTERS
★ ★ ★ ★ *Just 78 miles NW of Denver*

GRANBY Ranch GRAND COUNTY, CO.

OF THE GREAT OUTDOORS
From the mid $300,000s ★ ★ ★ ★

©2005 Village Homes. Prices and square footage subject to change.


NOTE TO CARS
LOOK BOTH
WAYS BEFORE
CROSSING
STREET
AUTHENTIC
STICKBALL
ONLY ON THE STREETS
OF LITTLE ITALY
RE/MAX
VIEJAS
CASINO
PRACTICE SEPT. 8 & OCT. 6 1:30-5
TOURNAMENT OCT. 19 & 20
619-299-9323


AUTHENTIC
STICKBALL
ONLY ON THE STREETS
OF LITTLE ITALY
AT LEAST
ASPHALT
DOESN'T
LEAVE
GRASS STAINS
RE/MAX
VIEJAS
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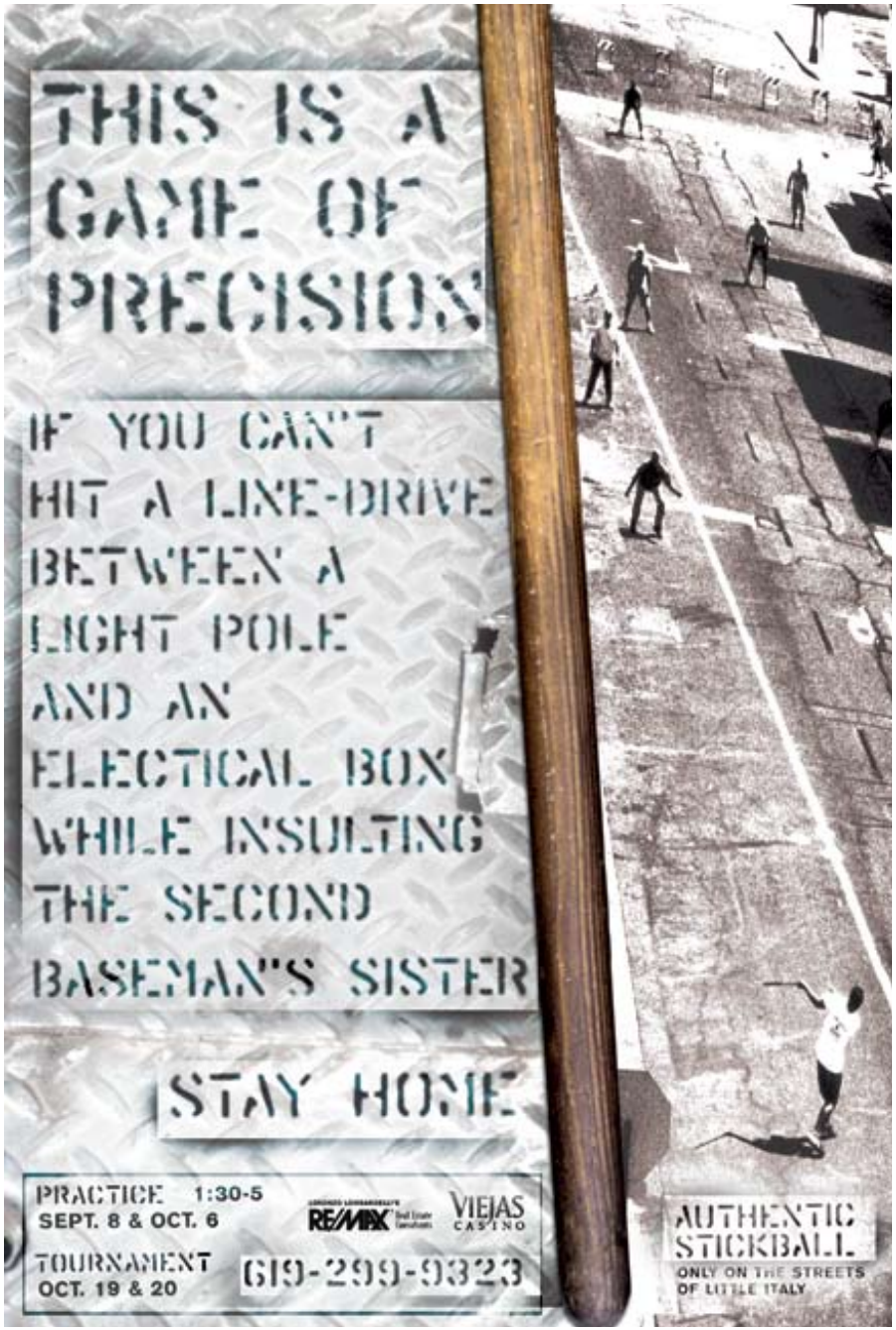
THIS IS A GAME OF PRECISION
IF YOU CAN'T HIT A LINE-DRIVE BETWEEN A LIGHT POLE AND AN ELECTICAL BOX WHILE INSULTING THE SECOND BASEMAN'S SISTER
STAY HOME
PRACTICE 1:30-5
SEPT. 8 & OCT. 6
TOURNAMENT
OCT. 19 & 20
RE/MAX
VIEJAS CASINO
619-299-9323
AUTHENTIC STICKBALL
ONLY ON THE STREETS OF LITTLE ITALY

LIFE IS SHORT.
LENGTHEN YOUR STRIDE.
walking

walkingco
THE SUREST WAY TO

NEVER LEAVE AN IMPRESSION
IS TO FOLLOW IN SOMEONE ELSE'S FOOTSTEPS.

walking&