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Objective summary

Over 15 years award-winning copywriting for both agency and in-house advertising operations. Experience includes business to business, consumer, plus print, online, and direct mail for retail, finance and telecommunications. Experienced project leader and manager. Proven expertise in brand building and campaign work.

Experience

2007 Writer, Six Apart, San Francisco

Responsible for developing marketing materials for this blogging company. Duties include creating microsites, email campaigns, blog reviews, and editing engineering materials.

2005-2007 Senior Writer, Arc Worldwide, San Francisco

Primary writer for the Visa account, responsible for campaign fulfillment, creative development of the Visa website, direct mail acquisition and retention efforts, and brand building. Also developed nationwide promotional campaigns for Symantec security systems.

2003–2005 Creative Manager, Shutterfly, Inc. San Francisco

Responsible for customer communications for this online photo service. Areas include strategic/creative development plus business building efforts for all communications, Affiliate marketing, and website.

2001-2002 Managing Senior Writer, Charles Schwab & Co., Inc. San Francisco

Promotion based on demonstrated managerial and creative skills. Now responsible for creative development of the schwab.com website, national campaign efforts, partnership and promotional advertising, and heading proofreading department plus on-staff and freelance writers.

1996-2000 Senior Writer, Charles Schwab. & Co., Inc.

Recruited as main writer for this Fortune 500 investment house; headed direct mail and marketing materials development. Co-authored corporate email guidelines, online advertising standards and “voice of Schwab” rulebook to ensure consistent presentation. Implemented “fast track” and “idea warehouse” strategies to maximize workflow and creative opportunities.

- 1993-1996 Senior Writer, Parrish Wickersham & Partners, Boston**
Principle writer for this leading direct mail agency. Responsible for merchandising, promotion and brand building for Visa, Bose, CSX Transportation, MasterCard, and Associates National Bank.
- 1990-1993 Copywriter, Bronner Slosberg Humphrey, Boston**
Featured writer for the country's leading direct mail advertising agency. Developed AT&T's first home business campaign; other responsibilities included AT&T teleconferencing, small business and toll-free areas.
- 1988-1990 Direct Mail Editor, Filene's, Boston**
Promoted to direct creative efforts for 30-50 catalogs annually, plus all direct mail efforts. Managed creative staff of 10.
- 1985-1988 Associate Copy Editor, Filene's Department Store, Boston**
Developed print creative plus promotional efforts for this 25-store organization. Principle writer for the region's largest cosmetics department for an estimated \$100 mm annually.
- Education** BA, *cum laude* in advertising, Boston University
Co-founder, Boston University Advertising Council
- Schwab-sponsored classes in public speaking and presentation
- Awards** Schwab Excellence in Service Award
Athena Award for advertising
1st Place Hatch Award for advertising
New England Art Director's Awards (6)
Filene's Achievement Award
- Member** Men's Associated Exchange, San Francisco
5-year member of this philanthropic/business network of Bay Area professionals
- Interests** Surfing, hiking, maintaining antique comic book library (est. value: \$100k)