

CONFIDENTIAL CANDIDATE

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Professional Profile

Creative communications professional with broad experience in copy writing, project coordination, budgeting, and agency support functions. Effective copywriter / editor with ability to develop compelling, strategic copy that builds brands, informs, persuades, and inspires.

- Proven ability to excel in tight deadline-driven environments and coordinate projects through all stages, from concept through launch.
- Experienced in creating marketing materials, merchandising tools, newsletters, corporate collateral, packaging, technical data sheets, and Web content.
- Computer literate (PCs and Macs). Proficient with Microsoft Office (Word, Excel, PowerPoint, Access), Adobe PageMaker, Adobe Acrobat, and various Internet applications.

Experience

HENDERSON ASSOCIATES – Seattle, Washington

Account Manager / Copy Director (1996-Present)

Research, write, edit, and design hard copy and Web-based marketing pieces (e.g., packaging, technical data sheets, retail merchandising materials, white papers, and newsletters) for high-profile clients such as Intel, Hewlett-Packard, AdvoTech, and 3M Corporation.

- Developed customer-focused merchandising system and copy for the entire Hewlett-Packard DeskJet printer retail product line (i.e., product brochures, packaging, and technical data sheets).
- Managed the development of internal corporate newsletter, including strategic redesign and transition from monthly employee communication to quarterly publication.
- Wrote Web content and hard copy newsletters for Hewlett-Packard.
- Developed product line messaging strategy to support new product launch for AdvoTech.

ADVERTISING NETWORK OF WASHINGTON – Seattle, Washington

Major Accounts Representative (1993-1996)

Functioned as corporate liaison to company's 30 largest accounts, including Nike, Coca-Cola, UPS, and Merlox Corporation.

- Created corporate communications pieces and sales materials.
- Planned and coordinated direct mail and advertising layout projects.
- Developed service and retention programs for key accounts that contributed to 25% sales growth.

EARLIER EXPERIENCE – Four Years

- Pre-press designer for PrintAmerica Inc. Gained solid knowledge of print technology, publication management, paper use, and typography.
- Writer for the *Columbia Weekly News*, a general-circulation daily newspaper. Wrote and edited more than 200 articles, often working under tight deadlines.

Education

UNIVERSITY OF SEATTLE – Seattle, Washington

B.A. Journalism (1990)

POST-GRADUATE TRAINING – Ongoing

Technical Writing, Marketing, Multimedia, Online Communications, HTML Programming

References Provided on Request