

Paul Smith
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(999) 999-9999 / email@gmail.com

Experience:

1/06 – 4/09 **ABC Inc.** – Any Town, NY

Copywriter/Editor/Contractor

- Copyediting and quality control of presentations, proposals, and promotional copy using style guidelines.
- Write and edit advertising, SEO and promotion copy including recruitment ads, website content, press releases, white papers, media alerts, advertorials, sell sheets, brochures, bios, award show copy, multi media narratives & speaker scripts, ghost writer.
- PR placements on CNN, BBC, Yahoo, Google and most major on and offline outlets including TV.
- Online communication, business to business, direct to consumer, direct mail, partnership collateral.
- Developed & executed internal communications plans.
- Collaborate with creative team to develop client friendly concepts and campaigns.
- Ability to infuse creative PR elements into existing and planned advertising and marketing campaigns.
- Project management- system.

8/04 - 1/06 **XYZ Corp.**–Any Town, NY

Copywriter

- Creating on-brand advertising copy and concepts for client commercials on local media outlets.
- Conceptualizing corporate communication strategies involving press materials, social media, and web development.
- Assisting with developing new business prospects and implementing their marketing goals.
- Responsible for editing and proofreading all company media communications including website, brochures, and networking materials.

6/03 - 8/04 **BCD Inc.**– Any Town, NY

Copywriter

- Created copy for all critical marketing pieces--catalog, website, packaging, direct mail. Achieved overall consensus on copy direction for catalog. Engaged the merchandising product managers and buyers to maximize copy impact on end consumer. Collaborated with Art Director and designers to develop novel methods to expand new venues to increase sales.
- Eliminated all errors by utilizing proofing procedures, created uniform guidelines based on AP Style. Supervised, coached and trained freelance proofreaders as

part of goal to increase quality while maintaining consistency of content.
Successful keyword optimization of website.

Computer Skills: Microsoft Word, Excel, PowerPoint, Outlook Express
QuarkXPress, Adobe Acrobat Professional 6.0, Acrobat Distiller

Education: **University of Utah-** Any Town, NY
Bachelor of Arts, English (Writing Concentration), cum laude

Internship: **New York University**
Corporate Communications/Marketing Assistant

Awards: A1 Club "Creativity in Writing" Award

JeffTheCareerCoach.com