

CHARLES DYNER

Livingston, NJ 07039

Email: charlesdyner@comcast.net

CREATIVE WRITER

Branding-Minded, Professional, Timely, Affordable

Experienced in financial services, retail, manufacturer, distributor, corporate, foods and more (see categories below). Adapts content to multiple audiences in suitable styles: upmarket, informative, competitive, wry. Technical made understandable.

Ads, broadcast, websites, brochures, business letters, emails, articles, outdoor.

EXPERIENCE

Content/Copywriter

Freelance 2021-current

- Researched, wrote script and co-produced documentary: “NYC, The Hidden Stories: Battery Park”.
- Wrote novel, “Lost Genius”.
- Wrote articles – “When did ‘Fake News’ begin?” “The Hampton’s Hidden Street-Name Histories”.

Advertising Agency - Content Writer/Brand Strategist

Kensing Lawson, Inc. 2010–2021

- Created branding concepts/content for Stern & Kennedy (NYSE Specialists); Dynalite, Novoflex, Giottos, Heliopan (professional photographic equipment); Greenbaum Interiors (upscale home furnishings retailer); Dr. Charles Granatir (Sports Orthopedics); Vernon Display Graphics (high-end printing); New Jersey Frames (retail).

Advertising Agency – Creative Director

Dyner, Inc. | New York/Florham Park, NJ | 1998–2009

- Created branding concepts/content for MCA Music; Rimowa Luggage; Holiday Inn Crown Plaza Hotel (NYC); Major Grey Chutney; La Vosgienne French hard candies; Frankel & Co.- NYSE; Minox, Rollei cameras; M&M Photo and Unique Photo (direct response retailers); Graphik Dimensions (direct response frames); Washington Forge cutlery.

New York City Advertising Agencies - Copywriter

BBDO | DKG | Scali, McCabe, Sloves | Needham, Harper, Steers | 1991-1998

- Accounts: General Electric; Pillsbury; Getty Oil; Utica Club Beer; New York Magazine; Volvo autos; Dodge autos; Daily News; Drake’s Cakes; Domecq Wines & Liquors; Loew’s Hotels; U.S. Postal Service;.

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Business Category Experience

Airline/Travel	Apparel	Automotive	Banks
Beer & Ale	Bridal	Corporate	Delivery/Courier
Direct Response	Education	Electronics	Entertainment
Fine Art Frames	Foods (gourmet)	Foods (mass)	Hobbies
Home Appliances	Home Furnishings	Industrial	Financial/Invest
Leather Goods	Liquors/Wines	Luggage	Medical
News Service	Drugs	Pets	Photography
Publications	Real Estate	Retail	Sports
Tabletop/Giftware	Technology		

Education: Brooklyn College, B.A.
Major: Psychology
Minors: English, Philosophy

Portfolio samples: charlesdyner.journoportfolio.com