

Everett T. Ruth
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“I have written in a variety of disciplines in the advertising field and my skill set has served a variety of esteemed clients. My mantra is to continually strive to write the good write.”

ONLINE PORTFOLIO: <https://www.behance.net/EverettTRuth>

LINKEDIN PROFILE: <https://www.linkedin.com/in/everetttruth>

BLOG: <http://rantsnraives.my-free.website>

WORK HISTORY:

2010 – Present

Position: Copywriter

Duties: Taglines, Direct Mail, Website Copy, Corporate Letters, Articles, Press Releases, Online Content Writing, Online Inserts, Dynamic Emails, Print Copy, Social Media

Clients: AdCastells, Toys"R"Us, Verizon Wireless, A Touch of Craft, Black and Single, Embracing Memories, Stephanie Benthall, Rochelle Cherenfant, Eboni Wilson (Mondelez), Franchot Westbrooks

2008-2010

GlobalHue

123 William Street, 18th flr

New York, NY 10038

Position: Copywriter

Duties: TV, Radio, Print, Digital, Guerrilla Marketing, Online, OOH (out of home)

Clients:

Subway

Verizon Telecom

Verizon Wireless

Bermuda Department of Tourism

2010 Census

Ad Council

MGM Grand Detroit

US Navy

Walmart

Chrysler

BlackPlanet

2002-2008

Position: Copywriter (Freelance)

Duties: Writing/Editing (Ads, Brochures, Direct Advertising, Trade shows, Posters, Corporate Identity, Website Copy, Letters, Magazine/Newspaper Articles, Press Releases)

Clients:

Twinings Tea

Eva's Village
 StreetGlow
 Regba USA
 Parkway Manor
 Methodist Healthcare
 AM New York
 Los Angeles Journal

1999-2002

GraphicType Services

24 Sherwood Lane

Nutley, New Jersey 07110

Position: Copywriter

Duties:

- Writing/Editing All Copy (Ads, Brochures, Direct Advertising, Tradeshows, Posters, Corporate Identity, Website Copy, Letters, Magazine Articles, Press Releases)
- Attending creative meetings with clients
- Writing/Editing company newsletter, "TenPoint"
- Acting as liaison between clients and company president
- Garnering PR opportunities for company president

Clients:

Twinings Tea

Rondo Doge

Meadowlands 4Wheel Drive

Bay State Milling

Ultimate Gourmet

The American Almond Products Company

Caravan Products Company

Tyco Systems, Ltd.

Knowledge Transfer, Inc.

Pavailler

First USA

IGX Global

Geltrude

Franklin Food Court

Nomadic Display

Puratos

EDUCATION:

Gibbs College

34 Plymouth Street

Montclair, New Jersey

Degree: Associates in Visual Communications, Honors List

What I Love About Copywriting

I love the challenge of writing copy that strikes a harmonious balance between the technical and the creative. As I dot my I's and cross my T's, I slowly, but surely, cross the aforementioned Great Divide. I get a thrill when my words please both the gods of the soft sell and the patrons of friendly persuasion. The end result - copy that informs, persuades, and sells.