

QUALIFICATIONS

- Over 20 years developing and managing local, regional and national ad campaigns
 - Experienced in print, electronic, DM, POS, digital/collateral, packaging and new media
 - Areas of specialization: branding, website content and medical/technical copy
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EXPERIENCE

Signature Communications — Senior Copywriter 2004-2019

- Provided input and creative direction on proposals, schedules and marketing plans
- Collaborated with art director to initiate and execute campaigns from idea to launch utilizing print, TV, radio, outdoor, digital and point-of-sale channels of distribution
- Facilitated flow of communication between agency and outside vendors

CLIENTS: MOTOROLA, RCA, SIRIUS XM, THE WILDWOODS, THE CROZER- KEYSTONE HEALTH SYSTEM, H&R BLOCK, DAD'S HAT PA RYE WHISKEY

The Peter Group — Senior Copywriter 2000-2001

- Conducted preliminary research studies to formulate long-term strategies
- Partnered with art department to develop creative concepts utilizing national print and DM which consistently beat the control

CLIENTS: THE AMA, METLIFE, TIAA-CREF, NEA

Devon Direct Marketing — Associate Copywriter 1999-2000

- Identified campaign goals, strategies and milestones based on account services briefs
- Coordinated the creation and delivery of materials via print and DM overseeing a team of four

CLIENTS: NEXTEL, FLEET BANK AND WESTERN UNION

Radius Communications — Associate Copywriter 1998-1999

- Served as account manager between clients and agency
- Conceptualized, wrote and oversaw the completion of over 30 local and regional television commercials; performed the on-site producing and post-editing of 20 others

CLIENTS: GREAT ADVENTURE THEME PARK, RANSOME RENTS, ABINGTON BANK

Jay Gundel & Associates — Junior Copywriter 1996-1998

- Supplied content for multifaceted campaigns used in print and electronic media
- Proofread, edited and approved all copy before final release

CLIENTS: HOWARD JOHNSON'S, LAND ROVER, WILMINGTON, DE

EDUCATION : B.A., Advertising, 1996, Temple University