

- **Copyhound at heart** who thrives on all aspects of the creative process
  - **Branding professional** with numerous articles published on the subject
  - **Results-driven individual**, able to write with authority and credibility on many subjects
  - **Conceptual creative thinker** while maintaining attention to detail
  - **Versed in new media**, pop culture and content creation
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## Current Events

**Senior Copywriter**, Blakeslee Advertising, Jan 2005 – Current

- Senior level copywriting, conceptualizing and branding
- Strategic creative development across all media including print, digital, video and social
- Manage, mentor and develop creative team members
- Advertising, editorial and social writing for medical, dental, resort, real estate, fashion, finance and retail
- Interact directly with Senior and C-Level management in account development and creative presentation
- Translate complex or abstract ideas into a readily understandable format
- Print, video, web, public relations, direct response, editorial, speech, script, RFP, cartoon, focus group

**Signature Accomplishment:** Developed and authored all content for blakesleeadv.com

## The Recent Past

**Freelance Copywriter**, Jan 2003 – Current

- Conceptualized and authoring direct response, web content, annual reports, space ads and collateral for agency and client-side clients
- Created mailing gauntlet for 6 unique nutritional supplement programs
- Authored website for elite accounting and finance employment agency
- Created copy to help launch high-end jewelry company via targeted e-mail blasts and direct response mailings
- Wrote numerous speeches delivered locally and nationally
- Drove outbound e-mail marketing for dating and adult website

**Signature Accomplishment:** Helped thrust “FANSTACHE” into the local and national lexicon

## A Little Further Back

**Copywriter, Webmaster**, International Collectors Society,  
Jan 2000 – Dec 2002

- Authored all in-house materials including print advertising, direct mail, press release, web and e-mail
- Performed as webmaster handling all writing, graphics and management
- Created highest performing e-mail campaign with a 20% click through rate
- Conceptualized concepts for mailings, ads, e-commerce based upon existing brands
- Worked within strict licensing parameters to create appropriate voice as needed
- Generated copy for products for Richard Petty Industries, Disney, the Rolling Stones, Sesame Street, Betty Boop, Cal Ripken, Princess Diana, World Wrestling Federation, and more

**Signature Accomplishment:** Wrote advertising copy that Mick Jagger personally approved



## In the Beginning (Part II)

**Copywriter, Internet Business Development,**  
Bally Total Fitness National Programs, Apr 1999 – Nov 1999

- Guided testing on over 2 million pieces of mail including concept, design and copywriting
- Crafted control copy for 20% of renewal series
- Authored outbound e-mail marketing and correspondence
- Guided business development and implementation of e-commerce concepts
- Edited existing marketing materials to sync with national branding campaign

**Signature Accomplishment:** Helped usher Bally Total Fitness into the internet age

## In the Beginning (Part I)

**Copywriter/Editorialist,** Agora Publishing Incorporated,  
Oct 1995 – Dec 1998

- Coordinated projects from creative concepting through statistical analysis
- Produced monthly newsletter and renewal series
- Authored both sales and editorial copy
- Implemented packages soliciting revenue where previously absent

**Signature Accomplishment:** Laid the groundwork for the entire career listed above

## Seems Like Yesterday

**BA Degree, Political Science,** Spring 1992

**Westminster College,** New Wilmington, PA

- Pi Sigma Alpha, National Political Science Honor Society

**Signature Accomplishment:** Getting a candidate elected with whom I share no philosophical overlap

## All Work and No Play

- **Addicted:** Baseball, 1979 to present. Purist at heart with the exception of the DH.
- **Outdoor enthusiast:** Camping, fishing, getting lost in the woods (a.k.a. hiking)
- **Bicyclophile:** If it's got two wheels, it's likely I've fallen off it