





# ALLISON MUSS

## COPYWRITER/COPY EDITOR

-  954.292.6553
-  2ndstudios@gmail.com
-  Charlottesville, VA
-  <https://bit.ly/3wplH0V>

### SKILLS

#### TECHNICAL

QuarkXPress  
InDesign  
Canva  
Planoly  
G Suite  
Microsoft Word  
Constant Contact  
SEO  
Some CMS

#### SOCIAL

Social Media Marketing  
Facebook  
Instagram  
Yelp!

#### OTHER

Copywriting  
Copy Editing  
Proofreading  
Creative Strategy  
Concept Development  
Ideation  
Campaign Development  
Research/Fact-checking  
Interviewing  
Collaboration  
Project Management

### PUBLICATIONS

Wine & Country Living  
Knife & Fork  
434 Magazine  
Edible Santa Fe  
Santa Fe Reporter  
New Mexico Magazine

### PROFILE

A firm believer that great creative is grounded in solid strategy, I have been successfully rocking my left and right brains as the Strategic Creative Advertising Copywriter for two ad agencies, and as a freelance copywriter/copy editor, for 23 years. My work has appeared in markets across the United States and includes branding campaigns for Hyatt Hotels and Resorts; Orion Food Services; Sprint; Alamo Rent-A-Car, LLC; National Car Rental System, Inc.; American Express; and Walt Disney World Resort.

### PROFESSIONAL EXPERIENCE

FREELANCE WRITER/COPY EDITOR/SOCIAL MEDIA MANAGER  
Second Studio, LLC, Charlottesville, VA | 1996 - Present

Independent contractor who generates brand-specific original content and copy for advertising agencies, marketing firms, and publishing companies, in an effort to help small businesses achieve a greater local presence. In addition, this role has expanded to some social media marketing and copy editing services.

- Craft original copy and edit "completed" works across a wide-range of platforms (for both traditional media and contemporary digital outlets) for diverse industry sectors, including tourism, online retail, food service, MEP/FP, capital investment, and fashion.
- Written works include:
  - HUD RAD Physical Condition Assessment RFPs
  - RFPs for HK Advertising to bid for community branding projects/marketing jobs
  - Brand Positioning Statements for many online customers
  - Blogs for clients such as Hot Hands Hand Warmers and Success Studio North
  - Marketing materials for the Palm Beach Post
  - Advertorials for the *New Mexico True* campaign in New Mexico Magazine
  - Step-by-step technical documentation for end-user instructional manuals and assembly sheets for Levenger
  - Web site copy for various startups
- Edited works include:
  - Technical environmental research manuscripts for publication
  - Websites, including NextGIS, a Russian remote sensing company
  - Newsletters and annual reports
- Manage, create, and plan the social media accounts for Success Studio North.
- Confidently write for either individual media or integrated campaigns.
- Have clear ideas of my client's competition and review content with the customer experience in mind.
- Always write and edit copy with the appropriate brand voice and style.
- Ability to juggle assignments and maintain highly organized, detail-oriented work.
- Work within tight schedules and deliver projects on time and within budget.

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### ACCOLADES

QUALITY DISTRICT AWARD  
Boy Scouts of America

CHIEF SCOUT EXECUTIVE  
WINNER'S CIRCLE  
Boy Scouts of America

ORIGINAL TAG LINE  
SERVICE MARKED  
ANC Rental Corporation

### AFFILIATIONS

Alpha Phi International  
Fraternity

Charlottesville DBA Member  
2018

Wood Gormley Elementary  
School PTC Board Member  
Fund-raising Chair  
2014-2015

Temple Beth Shalom  
Board Member  
2013-2015

Meeting House Nursery School  
Board of Directors  
Fund-raising Chair  
2009-2010

Poinsettia Heights Civic  
Association  
Board of Directors  
2002-2004

### EDUCATION

BA COMMUNICATION  
SUNY Buffalo  
1989 - 1993

BA ADVERTISING  
SUNY Buffalo  
1989 - 1993

ENTREPRENEURIAL BUSINESS  
University of Wisconsin-  
Madison  
2012

### PROFESSIONAL EXPERIENCE CONT

STRATEGIC CREATIVE ADVERTISING COPYWRITER  
HenkinSchultz Creative Arts, Sioux Falls, SD | 2012 - 2013

Collaborated with graphic artists, account executives, and agency partners, Joe Henkin and Kirby Schultz, to produce prolific, effective, mind-blowing advertising solutions for every one of our local, regional, or national accounts, maximizing returns on their investment. Was given ownership of the creation, execution, and packaging of each job.

- Maintained a working job log of 40+ jobs; closed 327 jobs total.
- Creative writing for various advertising mediums (including: ads for magazine, newspaper, and trade publications; invitations; brochures; blogs; websites; e-mail marketing; direct mail; radio scripts; and sales and marketing kits) for diverse industry sectors, including tourism, hospitality, home building, healthcare, education, automotive, retail, capital investment, and non-profit.
- Edited print copy, including the 300-page 2012-2013 DOD Starbase Annual Manual, the Avera Hospital monthly newsletter, and the 2012 annual report for the Make-A-Wish Foundation. Edited marketing copy for digital mediums.
- Wrote video scripts for Daktronics and radio scripts for the Minnesota Vikings/Hot Stuff Pizza; Marmen Energy; and other.
- Wrote pithy headlines for posters and newspaper articles.
- Wrote press releases.
- Integral member of the re-branding team for the local YMCA and Mitel.
- Developed the "Live without Limits" campaign for the local Sprint stores; wrote original creative and legal copy for all of the radio scripts and both printed and digital marketing collateral.

CREATIVE ADVERTISING COPYWRITER  
ANC Rental Corporation, Ft. Lauderdale, FL | 1998 - 2003

From conception to execution, this position required strategic planning, campaign/ad development, and creative writing for all mediums of print and online advertising for both the Alamo and National brands. Collaborated with graphic artists, other writers, directors, marketing and production managers, and lawyers.

- Maintained a working job log of 66+ jobs; closed 527 jobs in 2001.
- Personally managed projects from initial concept to final sign-off.
- Developed material for partnership marketing, in conjunction with Universal Studios, Anheuser-Busch Adventure parks, PGA TOUR, American Express, Walt Disney World Resort, Kennedy Space Center, and most major hotels and airlines.
- Wrote legal disclaimers for ads, coupons, sweepstakes; liaison between the legal and ad departments to ensure all copy was non-deceptive and legally accurate.
- Developed and wrote material for Alamo's Drive Happy campaign, which in 2001, net more than \$74 million from consumer direct mail, television, and newspaper advertising.
- Created and wrote material for travel agency marketing's AlamoCASH-IN Club campaign, which in 2001, incurred approximately 60,000 travel agent bookings from more than 25,000 agencies nationwide. From January - October 2001, this campaign generated approximately \$91 million.
- Was given ownership of the creation, execution, and packaging of the Travel Agency Incentive Program re-design.
- Member of Alamo's 2002 Campaign Development Team.
- Pioneered the creative for National's Global Sales Team, saving Tour Marketing approximately \$5,000.