

RANDALL RENSCH

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For samples and further details, visit www.rensch.com

Freelance Senior Copywriter / Creative Consultant.

Specializing in business-to-business, technology, financial, online marketing, retail, radio.

Background ranges from large manufacturers and financial institutions to small businesses, entrepreneurs and start-ups, e.g. Advanced Patient Advocacy, AlliedSignal Fibers, Citibank, IBM, Icon-Nicholson, Körber PaperLink, Leg Resource, Legg Mason, Norden Systems, Raymond James, Raytheon, real estate developers and agents, Sikorsky, SiteSell, T. Rowe Price, United Technologies, Warren Paint (specialty mfg), Wausau Papers.

Recognitions include the Effie Award, for campaign effectiveness.

Based in New York City, serving clients worldwide. Available on project basis.

Having worked on ad agency staffs, and as a freelancer for many years, I can initiate a project or join at any stage. Strong on turning technical concepts into plain talk, and at extending existing campaigns throughout media.

FREELANCE

Since 1994. Responsible for campaign creative, account contact, new business presentations, project supervision, creative supervision, strategic development, visual concepts, web development, search engine marketing (SEO/SEM), campaign extension. Have created and run several websites and online stores.

PRIOR STAFF EXPERIENCE (with principal account)

Bryant (AlliedSignal, Domco) • McCaffrey & McCall Direct (T. Rowe Price) • Hammond Farrell (ASEA, Airco) • Marsteller (Chemical Bank, Source Securities, Dannon, Iveco, Sikorsky) • Edwin Bird Wilson (Manufacturers Hanover) • Saxe Mitchell (IHOP) • WSNL-TV • WLIX Radio (primarily retailers)

RECOGNITION

Effie, print/TV: International House of Pancakes. Addy, sales promotion: Wausau Papers. National Retail Merchants Association, radio: Blacksmith shoes. Quoted in *Complete Guide to Creating Successful Brochures* and other books on copywriting. Inquire regarding the most valuable recognition: Results.

PORTFOLIO and EXTENDED RESUME

Portfolio: www.rensch.com/samples

Resume: www.rensch.com/resume

Online work (URLs): www.rensch.com/web

Additional information and insights: www.rensch.com