

# Randall Rensch

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Senior Copywriter | UX/CX Thinker | Content Writer | Researcher | Editor

[www.Rensch.com](http://www.Rensch.com) [FullStackUXwriter.com](http://FullStackUXwriter.com) [Linkedin.com/in/randallrensch](https://www.linkedin.com/in/randallrensch) [Instagram.com/randallrensch](https://www.instagram.com/randallrensch)

**Deep, broad Consumer and B-to-B experience: Breakthrough concepts, award-winning results, meaningful content, and sure project management.**

**A**n established freelancer, I have written all types of marketing communications and editorial content, with a synergistic mix of products and services in diverse markets. Previously, I wrote full-time at ad agencies and broadcasters, winning an Effie for effectiveness.

## FULL-STACK EXPERIENCE

- **All media.** Working solo and with ad agencies, development teams, and various types of companies, I write in all media (print, digital, video, etc.) including website and social media content.
- **Built on strategic and communication challenges.** Introduced new products and solved marketing problems such as brand and category reputation repair, parity positioning, and consumer skepticism.
- **Turned technical and detailed information into human communication that is well-researched, organized, reader-relevant, easily understood, and on deadline.** Reader-focused articles have ranged from personal finance, acting, health, and business practices, to audio engineering and industrial machinery. My background includes long- and short-form blog posts, advertorials, story-based press releases, white papers, e-books, manuals, case studies, handbooks, personal profiles, and social media, each with appropriate vocabulary and tone.
- **Special perspective on sales psychology, messaging, and usability.** I contribute a robust blend of UI/UX and administrative capabilities — handling projects from brainstorming to final details, collaborating with project managers, art directors, designers, strategists, programmers, lawyers, and other stakeholders.

## RESULTS and ACHIEVEMENTS

- Mailer series drew **40% response** from chief pilots and CEOs.
- Countered yogurt shake competitors by finding a way to make the traditional Dannon product drinkable, for a **rapid-response campaign with minimal investment.**
- **Effie Award** for effectiveness. Increased IHOP sales **30-100%**, sustained +10% growth.
- **Addy Award** (sales promotion): Wausau Papers.
- **National Retail Merchants Assn Award:** Blacksmith shoes, radio.
- **Quoted** in *Complete Guide to Creating Successful Brochures* and other books on copywriting.

## PORTFOLIO and DETAILS

**Presentation:** [FullStackUXwriter.com](http://FullStackUXwriter.com)

**UX Samples:** [Rensch.com/uxwriter](http://Rensch.com/uxwriter)

**Editing Samples:** [Rensch.com/editor](http://Rensch.com/editor)

**Services:** [Rensch.com/services](http://Rensch.com/services)

**Full Portfolio:** [Rensch.com/samples](http://Rensch.com/samples)

**Writing Samples:** [Rensch.com/writer](http://Rensch.com/writer)

**Employment / Experience details:** [Rensch.com/resume](http://Rensch.com/resume)

**Insights (blog):** [RenschInTheWorks.com](http://RenschInTheWorks.com)

**EXPERTISE (core competencies)** Full-stack UX Thinker • Strategy • Campaign extension • Naming / branding • Creative concepts • Social media • Editorial content/research • Editing • Storytelling /Narration • Website planning, UX design, creation, management • Search Engine Optimization (SEO/SEM research, copywriting) • Account contact for input, presentation • All traditional media (mail, signage, video, user manuals, guides, etc.) • Manuals, guides • Wiki architecture/content • Advertorials • Story-based press releases • White papers • E-books • Case studies • Handbooks • Form design • Proofreading • Personal profiles

MORE

**SOFTWARE Proficient:** Word / Windows / HTML / CSS / PHP / Photoshop / Pro Tools / Major browsers / Facebook / Instagram / Wild Apricot. **Familiar with:** JavaScript / MySQL / Excel / PowerPoint

**RANGE OF EXPERIENCE (examples)** Raymond James • Coca-Cola • Domco flooring • Chase • Azrock tile • car dealers • Dick's Sporting Goods • Citi • IHOP • Wausau Papers • KLM • Rawlings Activewear • patient advocacy • Anso carpet fibers • Dannon • retail advertisers • E.G. Smith socks • Benecol nutraceuticals • homeopathic analgesic

## **PROFESSIONAL EXPERIENCE**

### **OCT 1994 - PRESENT (FREELANCE/CONTRACT)**

#### **RECENT EMPLOYERS INCLUDE:**

- **Edge Studio, LLC** For more than a decade, this recording studio, which also specializes in the training of voice actors, has steadily grown to be a leader in both fields, with the support of my sales copy, educational content, and guidance. I wrote a large portion of their website copy (including SEO), marketing presentations, and weekly articles on wide-ranging industry-related topics, from technique and psychology, to home-studio technology and business practices. Also edited the writing of the CEO and guest bloggers, and technical proposals. [Rensch.com/testimonials](http://Rensch.com/testimonials)
- **The Transformation Agency / The Faulkner Group** Long a collaborator with this company's president, I have contributed to strategic planning, creative conceptualization, and campaign development, also serving as a trusted sounding board and contributor to the agency's innovative marketing ideas. Clients included investing and financial back-office services, retail, branded medications, medical technology. [Rensch.com/testimonials](http://Rensch.com/testimonials)

#### **PREVIOUS STAFF EXPERIENCE (with principal accounts)**

- **Bryant Inc., Copywriter** — AlliedSignal (*Anso nylon*), Azrock (*tile*), Domco (*flooring, retailer support*)
- **McCaffrey & McCall Direct, Copywriter** — T. Rowe Price (*mutual funds/financial services*)
- **Hammond Farrell, Copywriter** — ASEA (*industrial equipment*), Airco (*gases*), etc.
- **Marsteller, Copywriter** — Chemical Bank (*B2B*), Source Securities, Dannon (*CPG food*), Iveco (*trucks*), Sikorsky (*aircraft*)
- **Edwin Bird Wilson, Copywriter** — Manufacturers Hanover (*wholesale/retail bank*)
- **Saxe Mitchell, Copy/Contact** — IHOP (*restaurant, regional dealers association*)
- **WSNL-TV, Copywriter/Scriptwriter/Producer** — retailer advertisers
- **Independent Copywriter/Producer/Talent for radio commercials** — retailers
- **WLIX Radio, Copywriter, Producer, Commercials talent** — retailers

## **RELATED EXPERIENCE**

**Voice actor, narrator, and audio producer.** Having begun my career in radio advertising (writer, producer, talent), more recently I have had a relationship with Edge Studio as writer and voice talent. This experience benefits other clients by giving me extra insight into presentation, and in writing for TV, video, and radio.

**Swiss Ski Club of NY.** I've repeatedly collaborated on the leadership board of this regional sports/social club with members from many countries and cultures. I have mentored in strategy and details of club operations, spirit, and member acquisition / retention, and have written documentation including wiki establishment; Led and served on committees; Planned websites; Managed correspondence; Planned operations; Trained users; Evaluated and recruited volunteers; Administered databases.

## **EDUCATION**

**University of Illinois, Urbana-Champaign, IL** Bachelor of Science, Communications (Journalism)

**School of Visual Arts** Various courses in Advertising conceptual development, similar to other courses taken, taught by leading creative directors.