

# Randall Rensch Senior Copywriter, Creative Consultant, Content Writer

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## PROFESSIONAL SUMMARY

Freelancing since 1994, I have written all types of marketing communications, effectively functioning as a staff member of various agencies and types of companies. Before that, I wrote full-time at ad agencies and broadcasters, on business-to-business (B2B) and consumer accounts, winning an Effie.

Experienced with a wide variety of financial services marketers, sometimes I handle projects from brainstorming to final details, sometimes join them in-progress. I have introduced new products and solved marketing problems such as brand and category reputation repair, parity positioning and consumer skepticism. Experienced in all marcom media. Have written website and social media copy as it has evolved since 1996. Have written advertorials and hundreds of articles on subjects ranging from acting and psychology to industrial machinery, audio engineering and business practices.

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**CORE COMPETENCIES INCLUDE:** Marketing Communications creative concepts • Account contact for input and presentation • Creative consultation • Strategic development • Campaign extension • Search Engine Optimization (SEO/SEM research and copywriting) • Website planning, UX design, creation and management • Social media • Editing • Editorial content and research • Storytelling and Narration • Naming • Photography • All traditional media, including mail, signage, video, user manuals and consumer guides

**My career has included** relationships with companies ranging from large manufacturers and institutions to small businesses, entrepreneurs and start-ups, in high-technology, low-tech and no-tech.

### **RANGE OF EXPERIENCE (EXAMPLES):**

Citibank • United Technologies • IBM • Naming /branding • Raymond James • Domco flooring • car dealers • IHOP • Körber PaperLink • Warren Paint • Wausau Papers • FEA Waterjet • Edge Studio VO • real estate firms

## SELECTED ACHIEVEMENTS

- Series of mailers drew **40% response** from chief pilots and CEOs.
- Method to turn existing Dannon yogurt into a drink countered new competitors with **rapid response and minimal investment**.
- **Effie Award** for campaign effectiveness increased IHOP sales 30-100%, sustained growth 10% above national average.
- **Addy Award** for sales promotion: Wausau Papers.
- **National Retail Merchants Association Award:** Blacksmith shoes, radio.
- **Quoted** in *Complete Guide to Creating Successful Brochures* and other books on copywriting.

## PORTFOLIO AND DETAILS

**Portfolio/Samples:** [www.rensch.com/samples](http://www.rensch.com/samples)

**Employment details:** [www.rensch.com/resume](http://www.rensch.com/resume)

**Full list of services:** [www.rensch.com/services](http://www.rensch.com/services)

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

## PROFESSIONAL EXPERIENCE

Oct 1994 – PRESENT (Freelance/Contract)

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

**Edge Studio, LLC** For more than eight years, 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 articles on wide-ranging industry-related topics, from technique and psychology, to technology and business practices. Also edited the writing of the CEO and guest bloggers. [Rensch.com/testimonials](https://www.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 Legg Mason and Raymond James. [Rensch.com/testimonials](https://www.Rensch.com/testimonials)

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

**Bryant Inc., Copywriter** (AlliedSignal, Domco)

**McCaffrey & McCall Direct, Copywriter** (T. Rowe Price)

**Hammond Farrell, Copywriter** (ASEA, Airco)

**Marsteller, Copywriter** (Chemical Bank, Source Securities, Dannon, Iveco, Sikorsky)

**Edwin Bird Wilson, Copywriter** (Manufacturers Hanover)

**Saxe Mitchell, Copy/Contact** (IHOP)

**WSNL-TV, Copywriter** (retailer advertisers)

**WLIX Radio, Copywriter, Producer, Commercials talent** (retailer advertisers)

## RELATED EXPERIENCE

**Voice actor, narrator and audio producer.** Having begun my career in radio advertising (writer, producer, talent), and later having a professional relationship with Edge Studio, I have trained extensively with leading voice-over coaches. In addition to strengthening my work for Edge Studio (summarized above), 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 enjoy mentoring others in strategy and details of club operations, spirit, and member acquisition/retention. On a volunteer basis, I have managed correspondence; website planning, content and operations; email copy; database administration; event planning; documentation (established a wiki); more.

## EDUCATION

**University of Illinois, Champaign, IL. B.S. Communications (Journalism)**

**School of Visual Arts.** Various courses in Advertising conceptual development, similar to other courses taken, taught by industry leaders