

# RANDALL RENSCH

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## Freelance Senior Copywriter / Creative Consultant / Content writer.

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

**M**arketing Communications background ranges from large manufacturers and financial institutions to small businesses, entrepreneurs and start-ups, e.g. Advanced Patient Advocacy, AlliedSignal Fibers, Citibank, IBM, 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, Edge Studio.

Acknowledgements 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.

Also a skilled voice actor, narrator and audio producer, I write content for the website of a leading voice-recording audio studio, including articles about the voice-over industry and related topics.

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## FREELANCE

Since 1994. All types of marketing communications, including editorial articles and advertorials. 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 websites and online stores. Articles have included trends, performance and directing in the voice-over industry, ranging from acting, physiology and psychology to engineering and business practices.

## 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

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