

Randall Rensch Senior Copywriter, Creative Consultant, Content Writer

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Kew Gardens (New York City), NY 11415

PROFESSIONAL SUMMARY

Since 1994, have freelanced in all types of marketing communications, effectively functioning as a staff member of various agencies and types of companies. Prior, wrote full-time at several ad agencies and broadcasters, on business-to-business (B2B) and consumer accounts, including winning an Effie.

Sometimes handling projects from brainstorming to the organization of final details, sometimes joining in-progress, I have helped introduce new products and solve marketing problems such as brand and category reputation repair, parity positioning and consumer skepticism. Experienced in all marcom media. Have written website copy as it has evolved, since 1996. In a marketing context, I have also written advertorials and hundreds of articles on subjects ranging from acting, physiology, and psychology to industrial machinery, audio engineering and business practices.

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 • Photography

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 • Advanced Patient Advocacy • AlliedSignal Fibers • IBM • Raymond James • Körber PaperLink • real estate firms • Warren Paint • Wausau Papers • Edge Studio

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

Employment details: www.rensch.com/resume

Full list of services: www.rensch.com/services

Insights (blog): www.rensch.com

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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. Also edited the writing of the CEO and guest bloggers.

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.

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