**Randall Rensch**

**BrandQuery@Rensch.com** **+1 718-577-0005** Kew Gardens (New York City), NY 11415 and worldwide

**Senior Copywriter | UX/CX Thinker | Content Writer | Creative Consultant .**

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

**Effective consumer and business branding in paid and social media, and sales promotion at various points of sale**

**I** relish strategic and communication challenges, having introduced new products, written brand-personality manuals and campaign charters, and solved marketing problems — such as brand and category reputation repair, brand personality development, parity positioning, and consumer skepticism. My work has won an Effie for marketing effectiveness.

**FULL-STACK EXPERIENCE**

* **All marcom media.** Working solo and with ad agencies, development teams, and various types of companies, I created in all consumer and B2B media (print, digital, video, audio, etc.), including website and social media content. I’ve also written hundreds of authority-building articles on a wide range of topics.
* **Special perspective on sales psychology, messaging, and usability.** Robust 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.
* **Human communication that is fresh, relevant, conceptual, quickly understood, and on deadline.** My background includes branding campaigns, personality manuals, product profiles, retailer style guides, long- and short-form blog posts and more, for an effective and coordinated brand image.

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**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](https://www.fullstackuxwriter.com/) **Full Portfolio:** [Rensch.com/samples](https://www.rensch.com/samples)

**Branding Samples:** [Rensch.com/brands](https://www.rensch.com/brands) **Writing Samples:** [Rensch.com/writer](https://www.rensch.com/writer)

**Retail Samples:** [Rensch.com/retail](https://www.rensch.com/retail) **Experience details:** [Rensch.com/resume](https://www.rensch.com/resume)

**Services:** [Rensch.com/services](https://www.rensch.com/services) **Insights (blog):** [RenschInTheWorks.com](https://www.rensch.com/blog)

**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 content **•** Advertorials **•** Story-based press releases **•** White papers **•** E-books **•** Case studies **•** Handbooks **•** Form design **•** Proofreading **•** Personal profiles

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

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

**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](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 retailers, investing and financial back-office services, branded medications, medical technology. [Rensch.com/testimonials](https://www.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 volunteer 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.