

Randall Rensch

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

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

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.

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

Branding Samples: Rensch.com/brands

Retail Samples: Rensch.com/retail

Services: Rensch.com/services

Full Portfolio: Rensch.com/samples

Writing Samples: Rensch.com/writer

Experience details: Rensch.com/resume

Insights (blog): 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 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
- **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

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.