**Randall Rensch**

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

**Editor | UX/Content Writer | Senior Copywriter | Researcher .**

**[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)

**Long, broad experience at all kinds of editing and detail work**

**R**obust blend of insight and administrative capabilities, having written hundreds of articles ranging from tech to human interest, and a wide range of marketing communications.

**FULL-STACK EXPERIENCE**

* **Demonstrated focus on effective communication.** My editing experience has come of many years’ writing marketing copy, articles, advertorials, press releases and Web content. I enjoy making the reading fresh, intriguing, tight, correct, consistent, and on-target. On deadline, too.
* **Copy Editor.** Consumer and business-to-business experience in all media and copy formats. Editing of clients’ press releases, bios, newsletters, charters, wiki content, specifications, etc. Background in a wide range of subjects, many technical. Detail-oriented, yet able to make copy as conversational as desired. Also Substantive, Line, and Mechanical editing.
* **Developmental Editor.** Various newsletters. Have created editorial calendars, established procedures, and recruited outside contributors. Development of style and content guidelines. Standardization of content, or retention of authors’ voice and tone.
* **Author.** Have written hundreds of advertorials and articles on subjects ranging from personal finance, acting, psychology, and business practices, to audio engineering and industrial machinery.
* **Project management.** From brainstorming and strategy, to final details, I have collaborated with project managers, art directors, designers, strategists, programmers, lawyers, and other stakeholders.

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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 existing 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/) **Editing samples:** [Rensch.com/editor](https://www.rensch.com/editor)

**UX samples:** [Rensch.com/uxwriter](https://www.rensch.com/uxwriter) **Other writing samples:** [Rensch.com/writer](https://www.rensch.com/writer)

**Full portfolio:** [Rensch.com/samples](https://www.rensch.com/samples) **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** Editing ● Editorial content / research ● Full-stack UX Thinker / UX Writer **•** Account contact (input / presentation) ● Strategic development ● Market research ● Search Engine Optimization (SEO / SEM research, copywriting) ● Social media ● Storytelling and Narration ● Blog posts **•** Photography **•** Email **•** Storytelling / Narration **•** Website planning, UX design, creation, management **•** Form design **•** Proofreading **•** Microcopy **•** Creative concepts **•** White papers **•** Proposals **•** Traditional media (mail, signage, video, etc.) **•** User manuals, guides **•** Landing pages **•** Wiki architecture / content

**RANGE OF EXPERIENCE (examples)**Raymond James ● Coca-Cola ● Domco flooring ● Citi ● Azrock tile ● automotives ● Clariant ● IHOP ● Wausau Papers ● KLM ● Rawlings ● T. Rowe Price ● Anso carpet fibers ● Dannon

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

**SOFTWARE Proficient:** Word / Windows / HTML, CSS, PHP / Photoshop / Pro Tools / Major browsers / Facebook / Instagram / Wild Apricot. **Familiar with:** Various styles / 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 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 financial services, back-office data services, retailers, automotive services and education, branded and custom 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, 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.** Collaborated on leadership board of this regional volunteer sports / social club with members from many countries and cultures. Mentored others in strategy and details of operations, spirit, and member acquisition / retention. Database standards and administration. Managed correspondence. Newsletter design and content. Website planning, content, and operations. Email campaigns. Event planning. Documentation (established a wiki).

**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.