

Randall Rensch

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Editor | UX/Content Writer | Senior Copywriter | Researcher

www.Rensch.com 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

Robust 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.

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

UX samples: Rensch.com/uxwriter

Full portfolio: Rensch.com/samples

Services: Rensch.com/services

Editing samples: Rensch.com/editor

Other writing samples: Rensch.com/writer

Experience details: Rensch.com/resume

Insights (blog): RenschInTheWorks.com

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
- **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

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.