

Randall Rensch

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

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

Interest in people and technology gives insight and empathy in medical marketing and explanation.

Experienced with a wide variety of marketers, including healthcare products and services such as pain treatment and management, devices, mental health, branded products, and practitioners.

FULL-STACK EXPERIENCE

- **All media.** Working solo and with development teams, and various types of companies, I write in all media (print, digital, video, etc.) including social and SEM, long- and short-form blog posts, direct mail, advertorials, story-based press releases, white papers, e-books, newsletters, manuals, case studies, handbooks, explainers, and social media.
- **Have built on strategic and communication challenges.** Introduced new products, including a campaign for national introduction of a homeopathic analgesic. Solved marketing problems such as brand and category reputation repair, parity positioning, and consumer skepticism.
- **Turned product information into human communication.** Well-researched, organized, reader-relevant, easily understood, and on deadline. Articles have ranged from personal finance, acting, health, and business practices, to audio engineering and industrial machinery.
- **Special perspective on psychology, messaging, usability and patient experience.** I contribute a robust blend of UX/CX and administrative capabilities — handling projects from brainstorming to final details, collaborating 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 the 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

Full portfolio: Rensch.com/samples

Healthcare samples: Rensch.com/health

Writing samples: Rensch.com/writer

UX samples: Rensch.com/uxwriter

Experience details: Rensch.com/resume

Services: Rensch.com/services

Insights (blog): RenschInTheWorks.com

EXPERTISE: CORE COMPETENCIES

Full-stack UX Thinker • Editorial content/research • Editing • Email • Storytelling/Narration • Website planning, UX design, creation, management • Social media • Form design • Proofreading • Creative concepts • Search Engine Optimization (SEO/SEM research, copywriting) • Account contact (input/presentation) • Strategy • Campaign extension • Naming/branding • Traditional media (DM mail, signage, video, guides, etc.) • User manuals, guides • Landing pages • Wiki content

HEALTHCARE (examples)

Benecol nutraceutical • Datascope monitors • Advanced Patient Advocacy • compounding pharmacy • IBM • Azrock flooring • HCFS • retirement planning • Amino Vital • editorial content • Plus Vitamins • Vernitron equipment • EDI services • Colgate • Langer Biomechanical • Zantac

MORE

RANGE OF EXPERIENCE (examples) Citi • United Technologies • Datascope • IBM • Raymond James • Azrock tile • Simplex • Precision Tune • Körber PaperLink • Warren Paint • IHOP • Wausau Papers • FEA Waterjet

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 physiology, health, and psychology, to 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 medical technology, advocacy for self-pay patients, wellness facilities, compounding pharmacies (retail and preparing a product for national rollout), and medical insurance. 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. Organized and attended lectures on sports fitness and health. Other event planning. Managed correspondence including writing and design of personal and mass emails. Website planning, content, and operations. 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.