**Randall Rensch**

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

**Proofreader | Editor | Author | UI/UX Thinker .**

**[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 proofing experience for spelling, grammar, sense, style, and typography.**

**A**ttention to detail demonstrated in extensive work with critical content. Collaborative insight as a writer and editor in various contexts.

**BROAD EXPERIENCE AND UNDERSTANDING**

* **Have written, edited, and checked all types of marketing communications and editorial content.** Freelance and on-staff at ad agencies and broadcasters, I have dealt with a wide range of business and consumer technical and financial products and services, some with specialized vocabularies.
* **Collaboration with professional and amateur writers,** and with graphic designers, art directors, account managers, and clients. Background includes copy editing and developmental editing, manual and automated document comparison, and cold reading.
* **Mutual respect.** Being a writer *and* a proofreader, I understand both roles and know the responsibilities and limits of each.
* **With spoken copy,** I am skilled in identifying vocal pitfalls and potential misunderstandings.
* **I have created** advertising, advertorials, user guides, explainers, specifications and sell sheets, and written hundreds of articles on subjects ranging from acting, psychology, and personal finance, to industrial machinery, audio engineering, and business practices.

**.**

**SOFTWARE and STYLES Proficient:** Word / Windows / HTML / CSS / PHP / Photoshop / Major browsers / Grammarly / Hemingway / Facebook / Instagram / Wild Apricot. **Familiar with:** Styles: AP, Chicago, NY Times, Webster / The Elements of Style / JavaScript / MySQL / Excel / PowerPoint

**FURTHER DETAILS**

**Detailed resume:** [Rensch.com/resume](https://www.rensch.com/resume) **Core industries/media:** [Rensch.com/core](https://www.rensch.com/core)

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

**UX Thinking:** [FullStackUXWriter.com](https://www.fullstackuxwriter.com/) **Creative Portfolio:** [Rensch.com/samples](https://www.rensch.com/samples)

**RELATED ARTICLES**

**How to work with a Proofreader**  [Rensch.com/Proofreader](https://www.rensch.com/proofreader)

**What kind of Editor do you need?**  [Rensch.com/AboutEditing](https://www.rensch.com/aboutediting)

**Quoted** in *Complete Guide to Creating Successful Brochures* and other books on copywriting.

**CORE COMPETENCIES INCLUDE** Full-stack UX Thinker **•** Website development, and management **•** All traditional media (mail, signage, video, etc.) **•** Social media **•** Editorial content and research **•** Editing **•** Form design **•** Search Engine Optimiza­tion (SEO/SEM research and copywriting) **•** User manuals and consumer guides **•** Wiki architecture / content

**RANGE OF EXPERIENCE (examples)**Raymond James **•** Coca-Cola **•** Domco flooring **•** Citi **•** Azrock tile **•** car dealers **•** Clariant **•** IHOP **•** Wausau Papers **•** Edge Studio **•** KLM ● Rawlings Activewear **•** Advanced Patient Advocacy **•** Anso carpet fibers **•** Dannon **•** Körber PaperLink **•** T. Rowe Price **•** Warren Paint **•** Edge Studio

**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 investing services, financial back-office services, retailers, 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, retailers)*
* **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 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. Website planning, content, and operations. Email copy. Event planning. Documentation (established a wiki); more.

**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.