

Randall Rensch

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Proofreader | Editor | Author | UI/UX Thinker

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

Long proofing experience for spelling, grammar, sense, style, and typography.

Attention 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

Editing samples: Rensch.com/editor

UX Thinking: FullStackUXWriter.com

Core industries/media: Rensch.com/core

List of services: Rensch.com/services

Creative Portfolio: Rensch.com/samples

RELATED ARTICLES

How to work with a Proofreader Rensch.com/Proofreader

What kind of Editor do you need? 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
- **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

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.