**Randall Rensch**

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

**[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)

**Broad marketing communications, heavy on retail, with award-winning campaigns, thousands of commercials, online sales, branding, and more**

**H**aving begun my career in retail advertising, I’ve written all types of retail communications, including online stores and direct marketing, independently and functioning as a staff member. I have also written full-time at ad agencies and broadcasters, on Consumer and Business-to-Business (B2B) accounts, winning an Effie for effectiveness in retail promotion.

**FULL-STACK EXPERIENCE**

* **All media.** Working solo and with agencies, development teams, and various types of companies, I write in all media (print, digital, video, audio, 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.
* **Built on strategic and communication challenges.** Introduced new products and solved marketing problems such as brand and category reputation repair, parity positioning, and customer skepticism.
* **Transformed technical and detailed information into human communication that is   
  well-researched, organized, reader-relevant, easily understood … and on deadline.**Reader-focused articles have ranged from personal finance, acting, health, and business practices,   
  to audio engineering and industrial machinery, each with appropriate vocabulary and tone.
* **Special perspective on sales psychology, messaging, and usability.** Robust blend of UX/CX and administrative capabilities — handling projects from brainstorming to final details, collaborating with project managers, retailers, A.D.s, 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 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](https://www.fullstackuxwriter.com/) **Full Portfolio:** [Rensch.com/samples](https://www.rensch.com/samples)

**UX Samples:** [Rensch.com/uxwriter](https://www.rensch.com/uxwriter) **Writing Samples:** [Rensch.com/writer](https://www.rensch.com/writer)

**Retail Samples:** [Rensch.com/retail](https://www.rensch.com/retail) **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** 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 (mail, signage, video, guides, etc.) • User manuals • Landing pages • Wiki content • Online store website management • Telephone support and telephony • Forms and microcopy • Customer Service • Co-op marketing

**SOFTWARE Proficient:**  Word / Windows / HTML, CSS, PHP / Photoshop / Pro Tools / Major browsers / Facebook / Instagram / Wild Apricot. **Familiar with:** PowerPoint / JavaScript / MySQL / Excel

**RANGE OF EXPERIENCE (examples)**Citi **•** United Technologies **•** IHOP **•** IBM **•** Raymond James **•** Azrock tile **•** Simplex **•** Precision Tune **•** Körber PaperLink **•** Warren Paint **•** Wausau Papers **•** FEA Waterjet **•** 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 and financial back-office services, retail, branded 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, 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 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. Website planning, content, and operations. Email. Event planning. Documentation (established a wiki).

**2020 U.S. Census (Dept. of Commerce).** Door-to-door Enumerator. Resident interactions. Data organization and entry. Self-management. Supervisor reported I produced excellent results.

**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.