

Randall Rensch

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

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

Having 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.

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

UX Samples: Rensch.com/uxwriter

Retail Samples: Rensch.com/retail

Services: Rensch.com/services

Full Portfolio: Rensch.com/samples

Writing Samples: Rensch.com/writer

Experience details: Rensch.com/resume

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 (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
- **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

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.