**Randall Rensch**

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**Senior Copywriter | UX/CX Thinker | Content Writer | Researcher | 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)

**Deep, broad Consumer and B-to-B experience: Breakthrough concepts, award-winning results, meaningful content, and sure project management.**

**A**n established freelancer and virtual full-time staffer, I have written all types of marketing communications and editorial content, with a synergistic mix of products and services in diverse markets, including upscale, leisure/luxury, and hospitality. Previously, I wrote full-time at ad agencies and broadcasters, winning an Effie for effectiveness.

**FULL-STACK EXPERIENCE**

* **All media.** Working solo and with ad agencies, development teams, and various types of companies, I write in all media (print, digital, video, audio, etc.) including website and social media content.
* **Built on strategic and communication challenges.** Introduced new products and solved marketing problems such as brand and category reputation repair, parity positioning, and consumer 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 UI/UX and administrative capabilities — including storytelling and conceptualization.
* **Project management.** From brainstorming and strategy to final details, collaborating with project managers, art directors, 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 traditional 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)

**Editing Samples:** [Rensch.com/editor](https://www.rensch.com/editor) **Employment / 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.renschintheworks.com)

**EXPERTISE (core competencies)** Full-stack UX Thinker / UX Writer ● CX viewpoint ● Strategy ● Campaign extension ● Creative concepts ● Social media ● Long / short-form blog posts ● Editorial content / research ● Editing ● HTML Email● E-books ● Storytelling / Narration ● Website planning, UX design, creation, management ● Naming ● Branding **•** Search Engine Optimization (SEO / SEM research, copywriting) ● Account contact (input / presentation) ● All traditional media (DM mail, signage, ads, video, audio, guides, etc.) ● Wiki architecture / content ●User manuals / instructions ●Advertorials ● Press releases ● White papers ● Case studies ● Handbooks ● Form design ● Microcopy ● Proofreading ● Personal profiles/bios ● Scriptwriting ● Fact checking   
● Telephone contact / Telephony technology ● Modelmaking / fabrication ● Interviews ● Testing

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

**RANGE OF EXPERIENCE (examples)**Raymond James ● Coca-Cola ● Hotel de Crillon ● Chase ● Azrock tile ● car dealers ● Dick’s Sporting Goods ● Citi ● IHOP ● Wausau Papers ● KLM ● Rawlings Activewear ● patient advocacy ● Anso carpet fibers ● Dannon ● retail advertisers ● E.G. Smith socks ● Benecol nutraceuticals ● homeopathic analgesic

**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),* Hotel de Crillon *(hospitality)*
* **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 the leadership board of this regional sports / social club with members and others from many countries and cultures. Mentored people in strategy and details of club operations, spirit, and member / guest acquisition and retention. Wrote documentation and established a wiki; Led and served on committees; Database standards and administration. Managed correspondence and created promotional email campaigns. Website planning, content, and operations. Event planning. Planned operations; Trained users; Gave skiing lessons; Evaluated and recruited volunteers; Assisted in lodge maintenance.

**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.