

Randall Rensch

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Senior Copywriter | UX/CX Thinker | Content Writer | Researcher | Editor

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

An 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.

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

UX Samples: Rensch.com/uxwriter

Editing Samples: Rensch.com/editor

Services: Rensch.com/services

Full Portfolio: Rensch.com/samples

Writing Samples: Rensch.com/writer

Employment / Experience details: Rensch.com/resume

Insights (blog): 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

MORE

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
- **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*), 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.