

Randall Rensch

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

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

Long, broad experience in explaining and marketing a wide range of B-to-B products and services, drawing on Consumer marketing techniques

Highly proficient with business technology, working with clients ranging from large manufacturers and institutions to small businesses, entrepreneurs and start-ups.

BROAD EXPERIENCE and ATTENTION TO DETAIL

- **All marcom media.** I have written advertising, web content, advertorials, user guides, case studies, explainers, specifications and sell sheets, and hundreds of articles on subjects ranging from home offices, psychology, and business practices, to fintech, audio engineering and industrial machinery.
- **Have turned technical and detailed information into human communication.** Well-researched, organized, reader-relevant, easily understood, and on deadline.
- **Problem-solver.** I have introduced new products and resolved marketing issues such as brand and category reputation repair, parity positioning, and consumer skepticism.
- **Project management.** From brainstorming and strategy to final details, collaborating with project managers, A.D.s, designers, strategists, programmers, lawyers, customers, and other stakeholders.
- **Working independently, and effectively functioning as a staff member of various agencies and types of companies.** Earlier in my career, I wrote full-time at ad agencies and broadcasters, on business-to-business (B2B) and consumer accounts, winning an Effie.

RESULTS and ACHIEVEMENTS

- Mailer series drew **40% response** from chief pilots and CEOs.
- **Addy Award** (sales promotion): Wausau Papers.
- 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.
- **National Retail Merchants Assn Award:** Blacksmith shoes, radio.
- **Quoted** in *Complete Guide to Creating Successful Brochures* and other books on copywriting.

PORTFOLIO and DETAILS

B-to-B Portfolio: Rensch.com/b2b

Detailed resume: Rensch.com/resume

Editing samples: Rensch.com/editor

Technology samples: Rensch.com/tech

UX Thinking: FullStackUXWriter.com

List of services: Rensch.com/services

EXPERTISE (core competencies) Full-stack UX Thinker/UX Writer • Editorial content/research • Editing • Email • Storytelling/Narration • Website planning, UX design, creation, management • Social media • Form design • Proofreading • Microcopy • Creative concepts • Long-/Short-form blog posts • White papers • Search Engine Optimization (SEO/SEM research, copywriting) • Account contact (input/presentation) • Telephony • Strategy • Campaign extension • Naming/branding • Traditional media (DM mail, signage, ads, video, guides, etc.) • User manuals, instructions • Landing pages • Wiki architecture/content

TECHNOLOGY (examples) Citibank • IBM • AT&T • United Technologies • Raytheon • ASEA • Simplex (life safety/security) • Warren Paint • Raymond James • Körber PaperLink • EDI/fintech • FEA Waterjet • Datascope • Sony • IT services • Leg Resource • IVECO • Sikorsky • Microsoft • ASEA • Airco • Kodak

RANGE OF EXPERIENCE (examples) IBM • United Technologies • Domco • car dealers • Clariant • Simplex • IHOP • Körber PaperLink • Wausau Papers • KLM • Edge Studio audio • Coca-Cola • IT services

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

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 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. Served as trusted sounding board and contributor to innovative marketing ideas. Clients included medical technology, automotive, financial services (including back-office), retailers, branded and custom pharmaceuticals, digital messaging. [Rensch.com/testimonials](https://www.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), recently I have had a relationship with Edge Studio as writer and voice talent. This benefits other clients by giving me extra insight into writing for TV, video and radio, and production client needs.

Swiss Ski Club of NY. Collaborated on leadership board of this regional volunteer sports/social club with members from many countries and cultures. Managed correspondence, including marketing to businesses and organizations. Mentored others in strategy and details of operations, spirit, and member acquisition / retention. Database standards and administration. Website planning, content, and operations. Email copy. Event planning. Wrote documentation (established a wiki); Revised bylaws.

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