**Randall Rensch**

**UXwriter@Rensch.com** **+1 718-577-0005** Kew Gardens (New York City), NY 11415 and worldwide

**UX Thinker | Content Writer | Senior Copywriter | 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)

**Long, broad background in digital and traditional media.**

**Turning technical and detailed information into personal communication that is organized, easily understood, on-point, and on-deadline.**

**R**obust blend of UX/UI/CX and administrative capabilities, having written hundreds of articles ranging from tech to human interest, and a wide range of marketing communications.

**FULL-STACK EXPERIENCE**

* **All media.** I have researched and written business materials (consumer and B2B) and authoritative content, working solo and with development teams, ad agencies, and other companies.
* **Varied subjects.** Topics have ranged from personal finance, acting, health, and business practices, to audio engineering and industrial machinery, each with appropriate tone.
* **Project management.** From brainstorming and strategy to final details, collaborating with project managers, art directors, designers, strategists, programmers, lawyers, and other stakeholders.
* **Have 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.
* **Special perspective on sales psychology, messaging, and usability.** Including storytelling.

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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) **Other 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 CX / UX Thinker / UX Writer **•** Editorial content / research **•** Editing **•** HTML Email **•** Storytelling / Narration **•** Website planning, UX design, creation, management **•** Social media **•** Form design **•** Proofreading **•** Microcopy **•** Creative concepts **•** Long-/ Short-form blog posts **•** Case Studies **•** Search Engine Optimization (SEO / SEM research, copywriting) **•** White papers **•** Strategy **•** Account contact (input / presentation) **•** Campaign extension **•** E-books **•** Naming **•** Branding **•** Traditional media (DM mail, signage, video, guides, etc.) **•** Manuals / instructions **•** Landing pages **•** Wiki architecture / content **•** User testing

**RANGE OF EXPERIENCE (examples)**Citi **•** United Technologies **•** IHOP **•** IBM **•** Raymond James **•** Azrock tile **•** Simplex **•** Precision Tune **•** Körber PaperLink **•** Warren Paint **•** Wausau Papers **•** FEA Waterjet

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

**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 financial services, back-office data services, retailers, automotive services and education, branded and custom 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, 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. Newsletter design and content. Website planning, content, and operations. Mass and personal email, including list management and design. Event planning. Wrote documentation and established a wiki.

**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.