

# Randall Rensch

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

[www.Rensch.com](http://www.Rensch.com) [FullStackUXwriter.com](http://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](http://FullStackUXwriter.com)

**UX samples:** [Rensch.com/uxwriter](http://Rensch.com/uxwriter)

**Editing samples:** [Rensch.com/editor](http://Rensch.com/editor)

**Services:** [Rensch.com/services](http://Rensch.com/services)

**Full portfolio:** [Rensch.com/samples](http://Rensch.com/samples)

**Other writing samples:** [Rensch.com/writer](http://Rensch.com/writer)

**Employment / Experience details:** [Rensch.com/resume](http://Rensch.com/resume)

**Insights (blog):** [RenschInTheWorks.com](http://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](http://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](http://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.