

**RANDALL RENSCH
M A R K E T I N G
C O M M U N I C A T I O N
C O N C E P T S**

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Randall Rensch Senior Copywriter and Creative Consultant with more than two decades' very broad experience, in a broad range of team contexts. Most types of consumer and business products and services, in all channels and media, including direct marketing, direct mail, collateral, online sales and broadcast. Particularly experienced in business-to-business, technology, industrial, financial, retail, Internet, and radio.

Based in New York City, serving clients in the Tri-State area and worldwide.

Having worked on-staff, and as a freelancer for many years, I can initiate a project or join it at any stage, and am skilled at initiating strategic plans, as well as extending existing campaigns throughout advertising and promotional media. Recognitions include the Effie Award, presented for campaign effectiveness.

PRINCIPAL PRODUCT/SERVICE

CATEGORIES High-tech; Electronics; Computer hardware, software & Information Technology services; Financial (retail/wholesale banking and investment services); Floor coverings & carpet fibers; Retailing & dealer relations; Packaged goods; Franchise restaurants; Tools; Fashion legwear; Automotive; Photography; Real estate; Transportation; Communications; Industrial/Manufacturing; Corporate image; Media promotion; New products.

MEDIA All marketing media, including broadcast, direct mail (postal and Internet), Web/online, print advertising, collateral and corporate communications.

SOME HIGHLIGHTS Series of mailers drew 40% response from Chief Pilots and CEOs. ♦ New copy for Internet Service Provider site increased response rate 50%. ♦ Effie Award-winning promotional campaign for International House of Pancakes increased sales 30-100%, sustained growth 10% above national average. ♦ Highly effective microsite sales pages for online publisher are still the control after 4 years. ♦ Discovering easy way to turn Dannon yogurt into a drink helped existing product combat new competitors with rapid response and minimal investment. ♦ Have written thousands and produced hundreds of radio commercials. ♦ Experienced at building/administering online stores.

RECOGNITION Effie, print and TV, International House of Pancakes. Addy, sales promotion, Wausau Papers. National Retail Merchants Association, radio, Blacksmith shoes. Advice quoted in several books on copywriting.

CURRENT EXPERIENCE Since 1994, have freelanced for agencies and advertisers of all sizes. Have been responsible for campaign creative, account contact, new business presentations, project supervision, creative supervision, strategic development, visual concepts, web development, search engine marketing (SEO/SEM), campaign extension.

Freelance 1983-91, 1994-present. Freelance clients have included: BEN Marketing Group (O&M); Wunderman NY; Pace (WPP); IconNicholson; McCaffrey & McCall Direct; Saatchi & Saatchi; SiteSell.com; Leg Resource; Lead Dog Design (now Bridgeline); Grey Direct; The Faulkner Group; CitiFinancial Mortgage.

STAFF EXPERIENCE (and principal account) ♦ Bryant (AlliedSignal) ♦ McCaffrey & McCall Direct (T. Rowe Price) ♦ Hammond Farrell (ASEA, Airco) ♦ Marsteller (Dannon, Source Securities, Iveco, Sikorsky) ♦ Edwin Bird Wilson (Manufacturers Hanover) ♦ Saxe Mitchell (IHOP) ♦ WSNL-TV ♦ WLIX Radio