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COPY, PROOFING, EDITING, MESSAGING, CONTENT, BRANDING

EXPERIENCE:

Outsource Marketing Group, Inc. – Los Angeles, California

Senior Copy and Content Producer (April 2000-Present)

Managing copy and content for an array of Products, Personalities, Brands and Services. Specializing in custom Copy/Content and Marketing strategies including DRTV, Web, Blogging, Ebooks, Articles, E-News, Email Series, Direct Mail, SEO, Manuals/Guides, Brand Stories, Messaging, Print , Video Marketing, Social Networks, Pay-Per-Click, Electronic PR, etc.

NOTABLES:

- Series of Articles Published online at: *CNBC, The Wall Street Journal, and FX Empire*
- A Viral Product Video (250,000+ YouTube Views) Developed for Wellness Client
- Ebooks featured on National Broadcast TV Spots as part of winning Call-to-Action
- High Converting Landing Pages (Over 30%) for One-Step Lead Generation
- Multiple Breaking News Micro-Sites, Editorial Calendars, and Custom Content Curation
- Author: Crowdsourced Style Digital Novel: **Stories from the Age of Distraction**



Clients/Projects: US Money Reserve, Haylie Pomroy Group (NY Times Best-Selling Author), Synora Beauty, HSN Direct, Body by Jake, Guthy-Renker, Swiss America, Lucinda Bassett: Midwest Center for Stress and Anxiety, Cell Health Institute, TAPOUT, Jarrow Formulas, Quantum Television, KOLD-TV (CBS), FitterBug, Supp Club, Adpire, Opportunities Unlimited, Lear Capital, Wilshire Finance, AdKnowledge, Thibiant, JarHead Nutrition, OneBode, TAPOUT, American Botanical Pharmaceutical, Planet Green, SPF Ventures, Conversion Systems, Sedona Labs, HSN Direct, Sears Home Central, TriVita Corporation, E-Brands, NOVA Development, Everlast/C-Systems, ASIA TV Network, , Chella Beauty, Great Healthworks, Sylmark, LLC.

EDUCATION:

- ❖ Trinity College – Dublin, Ireland
MA Anglo-Irish Literature, First Division Honors: GPA 4.0
- ❖ Manhattanville College – Purchase, New York
BA English Literature, Dean’s List, Commencement Speaker: GPA 3.75
- ❖ St. Clare’s Hall – Oxford, England
Literary Semester Abroad/Scholar Program, English Literature: GPA 4.0



SPECIAL DR MARKETING SKILLS AND SERVICES

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| <ul style="list-style-type: none">➤ Product Development➤ Creative Strategy➤ Upsell Development➤ DRTV and Video Scripts➤ Print Ads/Advertorials➤ Blogs/E-Newsletters➤ Welcome Packages➤ Diet and Wellness Content➤ Electronic Press Releases➤ SEO Web Content➤ Email Information Series\ | <ul style="list-style-type: none">➤ Breaking News Sites➤ Real-Time Content➤ Twitter Management➤ Diet Books➤ How-To Books➤ Motivational Series➤ Email Campaigns➤ Direct Mailers➤ Social Media Footprint➤ Magalogs/Catalogs➤ Information/Sales Kit |
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