

# Lisa Simpson

*742 Evergreen Terrace  
Springfield, NJ 07920*

*201/555-3909  
lsimpson@aol.com*

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## Marketing and Communications Writer

Twelve years of writing, editing, and positioning communications materials for a variety of products, companies, and services

- **Translate complex information into readable prose** in fields as diverse as law, travel, construction, real estate, and publishing.
  - Easily adapt **marketing style** to speak to a range of audiences through various communication vehicles.
  - Publish **informative articles** on numerous topics for internal and external publications.
  - Craft **dynamic copy** for advertisements, brochures, promotional materials, and creative gifts.
  - Write **succinct press** releases with “sound” bites excerpted by media.
  - Use **interviewing and research skills** to produce more effective and targeted materials.
  - Generate **strategic ideas** both independently and by brainstorming within groups.
  - Significant **work with graphic designers**, sharp eye for graphic elements, and comfortable with printing process.
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## Experience

### *Freelance Writer*

*2004-present*

- Faraway Travel: **Wrote succinct but imaginative copy and interesting sidebars** for a travel catalog.
- Construction Today Magazine: Created **four 16-page advertorials** in a trade magazine profiling a prominent construction company, two well-known engineering firms, and a world-renowned architecture firm; interviewed senior executives to best portray the companies and their respective accomplishments.
- VeryGood Graphic Design Group: Crafted presentation points to pitch firm’s services for a major project to a leading business and financial publishing company.
- Iran Departure of Tourism: Wrote a **key informational newsletter** for 6,000-plus high-end travel agents and partners.
- YummyFizz: Updated portions of beverage manufacturer’s Yummy Cola label, creating **new copy in the company’s irreverent style**.
- Pretzel Pilates, Inc.: Wrote a **press release to pique the interest of New Jersey media**, making the studio stand out as unique among the many private exercise studios in the area.
- Britney Wear LLC: **Wrote first-ever corporate description** for this designer, manufacturer, and distributor of apparel, helping get the company a meeting with the buyer of a **900-store mass marketer**; created **sales letters** in an effort to establish new line.

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- Hubba Hubba Magazine, Inc.: **Created proposals to persuade advertisers** to buy ads in book and on line; brainstormed product-specific added-value programs that would best elicit sales.
- Pants-On Fire Protection, Inc.: Crafted this fire alarm and security company's **first-ever sell sheets** on the organization and its capabilities; wrote **targeted sales letters** for several different markets.

*Communications Writer, Magliozzi & Tappet, New York, NY*

*2000-2004*

- Edited and managed the production of two external technical quarterly newsletters and annual recruiting and firm brochures for this multi-national law firm; coordinated with a variety of senior partners, freelancers, and printers to ensure they **reflected the firm's voice** and had powerful visuals that were consistent with specific style guidelines.
- Wrote compelling articles and **deal/case blurbs** for internal and external newsletters; created **brochure and advertising copy, invitation text**, and other special materials as they arose.
- Wrote, edited, designed, and desktop published an information internal monthly newsletter circulated to the firm's 1,400 employees in eight offices with six countries.
- **Interviewed** senior partners, managers, and junior stag to obtain content for effective articles; devised and implemented **surveys**, distilling results to put together **intelligible reports**.
- **Wrote letter, memo, and email text** for senior partners and managers to disseminate as their own.
- **Saved \$45,000** in the last year by implementing creative solutions without sacrificing quality of materials.

*Marketing Writer, Olde Tyme Builders, Inc., New York, NY*

*3/96-4/00*

- **Wrote and managed the design and production of business-to-business proposals, brochures, Web text, multimedia presentations, newsletters, articles, press releases, fact sheets, and executive biographies** for this renowned construction and real estate company.
- **Researched and conferred** with multiple parties (executives, project managers, joint-venture partners, and consultants) to produce these materials.
- Created such materials for **nine subsidiaries and eight offices** throughout the country.
- **Coached presenters** to deliver effective presentations by working with them on content and organization, speaking skills, and physical gestures.
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- Proposals and presentations helped win projects with a **gross construction value of over \$2.5 billion**.
- **Interviewed senior executives, project managers, and contractors** for information to augment materials' effectiveness.

*Media Associate, Springfield Redevelopment Corporation, New Brunswick, NJ*

*9/94-2/96*

- **Originated ideas, wrote copy for**, and designed advertisements and special promotional materials for non-profit urban redevelopment group.
- Researched, recommended, purchased, maintained, and trained co-workers on a **\$30,000 computer network** and accompanying software.

*Marketing Assistant (Trade and Export Departments), Shabby Chic Publishing Group, New York, NY*

*9/93-9/94*

- Wrote press releases for a variety of titles and genres for this publisher of oversized art books and other high-end illustrated publications.

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- Wrote sales letters to generate retail and wholesale interest as well as interest outside the industry for tie-ins.
- Coordinated with Editorial, Publicity, Production, Design, and Special Sales departments to facilitate conferences, trade shows, and projects for 120 new titles and several thousand back-list titles.
- Orchestrated bi-annual conferences for trade sales representatives.
- Promoted from Marketing Assistant of one department to two within six months.

## E d u c a t i o n

### *Not Quite Ivy University*

1991

- Bachelor of Arts: graduated *summa cum laude*
- Double Major: English and American Literature (High Honors); Theater (High Honors)
- Named Not Quite Ivy Scholar

### *Continuing Education Classes, various institutions*

1992-present

- Marketing, advertising, copywriting, newsletter writing and design, essay writing, humor writing, book marketing, publishing, grant writing.
- Springfield School of Continuing and Professional Studies: Certificate in Marketing and Advertising.

## C o m p u t e r S k i l l s

- Quark XPress, Photoshop