

DAVID LUHN

SENIOR WRITER

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Award-winning writer with extensive agency as well as significant corporate experience.

Highly proficient in all creative disciplines, including print, broadcast, direct marketing, interactive, outdoor, catalogue, trade show, POP, collateral. Team player. Strategic thinker. Versatile and efficient. Thrives on challenge. Embraces complexity. Able to conceptualize and execute quickly. Hands-on experience with virtually all elements of creative endeavor: headlines, storyboards, packages, banners, HTML email. Demonstrated ability to present and sell a creative product. Results-oriented: 70% response for Kodak on two direct mail holiday packages mailed to high-burners (20+ rolls a year) with free film offer.

Major ad agency experience includes: Grey, FCB, McCann Erickson, Ogilvy & Mather, Wunderman. Corporate experience includes Arnold & Porter LLP, BJ's, Bose, Fidelity Investments, MBNA, Thinking Machines Corporation.

Principal areas of expertise include: financial, high-tech, legal, government, and big pharma. Clients include Abbott Laboratories, American Express, AT&T, Bristol-Myers Squibb, Colgate-Palmolive, DuPont, Johnson & Johnson, GlaxoSmithKline, *Harvard Business Review*, *MIT Technology Review*, Seattle's Best Coffee, U.S. Department of Defense.

Freelance includes: both long-term contracts and short-term consulting for marketing communications, public relations, and direct marketing.

AWARDS

Finalist, The One Show
Finalist, Art Directors Club
Finalist, The Andy Awards
Finalist, John Caples Awards
Finalist, NEDMA

EDUCATION

MFA, Iowa Writers' Workshop
MA, Brandeis University
BA, Stetson University

PROFESSIONAL EXPERIENCE

2019 – PRESENT FREELANCE

Taylor Communications. One of the top three largest graphic communications companies in North America (RR Donnelley and Quad Graphics are the others), serving the financial, healthcare, insurance, manufacturing, and retail markets. I created collateral for its printing division.

Pfizer. The fifth largest drug company in the world, with a 2019 Market Cap of \$205 billion. I created website content for IBRANCE, a drug used to treat metastatic HR-positive and HR2-negative breast cancer patients.

Motley Fool Wealth Management. An investment advisory firm located in Alexandria, VA, and a division of The Motley Fool. I created HTML email for the company.

2018 - FREELANCE

Motley Fool Wealth Management. An investment advisory firm located in Alexandria, VA, and a division of The Motley Fool. I created HTML email for the company.

2017 FREELANCE

Therapeutics MD. A healthcare company focused on developing and commercializing products exclusively for women, including advanced hormone therapy pharmaceutical products. The company's share price jumped 12 percent on Tuesday, December 6, 2016, following phase 3 results of its new menopausal drug. I created website content for this firm.

2016 FREELANCE

Therapeutics MD. A healthcare company focused on developing and commercializing products exclusively for women, including advanced hormone therapy pharmaceutical products. The company's share price jumped 12 percent on Tuesday, December 6, 2016, following phase 3 results of its new menopausal drug. I created website content for this firm.

MEDNAX. A \$3 billion health solutions partner comprising the nation's leading providers of neonatal, anesthesia, maternal-fetal, and pediatric physician subspecialty services. I provided collateral, blog, and website content.

Florida Community Bank. The third largest Florida-based bank in Florida. I was responsible for much of their direct marketing.

2015 FREELANCE

Brown Parker DeMarinis. An advertising agency in Boca Raton Florida specializing in healthcare advertising. My primary client was Hospital Corporation of America (HCA), the largest owner and operator of for-profit hospitals in the world. I created website content for HCA.

2014 - 2015 FULL TIME

Wellness Research and Consulting. A privately-owned company in Royal Palm Beach Florida that manufactures and markets a complete line of vitamins, supplements, and other healthcare products. I created digital promotional materials for the company.

2011- 2013 FULL TIME

Iron Mountain / Collegeville, PA. A US\$4 billion corporation focused on information management, headquartered in Boston, MA. My principal responsibilities as one of only two in-house Marketing Writers included print advertising, HTML email, and collateral.

2010-2011 FULL TIME

Roska Healthcare Advertising / Montgomeryville, PA. A highly regarded mid-size advertising agency serving a wide range of top-tier industry companies focused exclusively on the pharmaceutical industry. My primary client at Roska was Bristol-Myers Squibb.

2009 - 2010 FREELANCE

The Wharton School / Aresty Institute of Executive Education / Advanced Management Program / Philadelphia, PA. A highly selective senior management development program offered by the oldest and most published and cited business school in the world at the University of Pennsylvania. I created DM and HTML email for a global audience intended to spur enrollment.

Marcom Group / Fairfax, VA. An advertising agency with ongoing U.S. Department of Defense contracts. I provided print advertising and website content for: • Defense Contract Management Agency (DCMA) • Senior Executive Service (SES) • U.S. Air Force

2006 - 2009 FULL TIME

Arnold & Porter LLP / Washington, DC. A highly regarded international corporate law firm with over 700 attorneys in eight locations worldwide. I provided the firm with print advertising, website content, collateral, direct mail, and HTML email.

Greenfield Belser / Washington, DC. A respected Washington design firm. I provided print advertising, website content, and collateral to a client roster that included: • Faegre & Benson • Nixon Peabody • Venable

RTCRM / Washington, DC. A full-service advertising agency. A subsidiary of Wunderman and part of the WPP Group, the world's largest advertising company as measured by revenues. I provided print and direct mail to its single largest account, Abbott Laboratories' blockbuster drug Humira. Sales totaled \$18.4 billion in 2017, and are projected to reach \$20 billion in 2020.

2001 - 2006 FREELANCE

Benjamin Franklin Bank / Waltham, MA. A bank with multiple regional locations. I provided a dimensional B2B direct mail package directed exclusively at company presidents and CEOs, inviting them to join the bank's president for a private business lunch.

BJ's / Natick, MA. A wholesale club with over 180 locations in 15 states. I provided website content and B2C direct mail highlighting products and services available to customers at BJ's.

Boathouse / Natick, MA. A boutique advertising firm renown for its creative. I provided print and direct mail content for its clients, including: • BJ's • Merrill Lynch

Bose Corporation / Framingham, MA. A privately-held consumer electronics company specializing in world-class audio equipment. I provided direct mail and print advertising for: • The Wave music system • The Acoustic Wave music system • QuietComfort acoustic noise cancelling headphones

Fidelity Investments / Smithtown, RI. Founded in 1946, Fidelity Investments ranks as one of the largest mutual fund groups in the world. I provided content for broker sell sheets highlighting a wide array of funds available to investors through Fidelity.

The Kessler Group / Boston, MA. An affinity credit card company that links financial companies with affinity partners. I provided Visa direct mail packages that targeted such affinity partners as union members.

Liberty Mutual / Boston, MA. The fifth largest property and casualty insurer in the United States, and the 71st company on the Fortune 500, employing over 45,000 people in over 900 locations with USD\$104.3 billion in assets. I provided collateral and direct mail for a variety of commercial insurance products.

MIT Sloan Management Review / Cambridge, MA. A highly prestigious academic journal covering all management disciplines, published by the MIT Sloan School of Management. Peer-reviewed and exceptionally selective, it accepts only 7% of submitted articles for publication. I created direct mail packages aimed at soliciting subscribers and increasing circulation.

Primecard Debit Rewards / Wellesley, MA. A debit card rewards program. I created direct mail packages aimed at banks to enlist their participation in a program that rewards bank customers for signing for debit card purchases, thereby significantly increasing the bank's profit on those transactions.

Wellesley Financial Advisors / Wellesley, MA. A financial investment firm with a highly affluent clientele. I created print advertising for the company that stressed the company's success and record of achievement.

1988 - 2001 FULL TIME

Passaic Parc Advertising / Wellesley, MA. A full-service advertising agency. I created print advertising, banners, HTML email, website content, direct mail, and collateral for a wide range of agency clients, including: • Fast Company Magazine • Harvard Business Review • HomePortfolio.com • MIT Technology Review

Naviant Technology Solutions / Cambridge, MA. A high-tech company providing Customer Relationship Marketing (CRM) software to its clients. I created print, direct mail, trade show signage, collateral, and website content for the company.

Thinking Machines Corporation / Bedford, MA. A high-tech company renown for its massively parallel computing architecture. It subsequently produced a data mining software product known as Darwin. The company has been referenced by name in several blockbuster movies, including *Jurassic Park* and *Mission Impossible*. I created B2B direct marketing packages and collateral for Darwin.

FREELANCE

Extensive New York agency experience included projects for: Carroll Raj Stagliano, Grey Interactive, McCann Direct, NW Ayer, Ogilvy Direct, and Wunderman. Clients included American Express, AT&T, Bass Ale, Citibank, Dell Computers, DuPont, Johnson & Johnson, and Time-Life Books, among others.

Additional information upon request.