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Award-winning writer with extensive agency as well as significant corporate experience. All creative disciplines: print, broadcast, direct marketing, interactive (including banners, HTML email, and website content), outdoor, catalogue, trade show, and collateral.

Major ad agency experience includes: Grey, FCB, McCann Erickson, Ogilvy & Mather, and Wunderman Worldwide.

Corporate in-house experience includes: Arnold & Porter LLP, BJ's, Bose, Fidelity Investments, Iron Mountain, MBNA, and Thinking Machines Corporation.

Financial experience includes: American Express, Bank of New York, Citibank, European American Bank, Fidelity Investments, MasterCard, MBNA (acquired by Bank of America), and Visa.

Hi Tech experience includes: Lucent Technologies, Naviant Technology Solutions, and Thinking Machines Corporation.

Legal experience includes: Arnold & Porter LLP.

Pharma experience includes: Abbott Laboratories, Bristol-Myers Squibb, GlaxoSmithKline, and Wyeth.

PROFESSIONAL EXPERIENCE

2017 - PRESENT FREELANCE

Motley Fool Wealth Management / Alexandria, VA HTML email for this financial services company providing financial advice through stock, investing, and personal finance services.

2016 FREELANCE

Motley Fool Wealth Management / Alexandria, VA HTML email for this financial services company providing financial advice through stock, investing, and personal finance services.

Therapeutics MD / Boca Raton, FL Website content for this healthcare company focused on developing and commercializing products exclusively for women, including advanced hormone therapy pharmaceutical products.

MEDNAX / Sunrise, FL Collateral, direct mail, and website content for this \$3 billion corporation.

Florida Community Bank / Weston, FL Direct mail for the third largest Florida-based bank in Florida.

2015 FREELANCE

Brown Parker DeMarinis / Boca Raton, FL Website content for Hospital Corporation of America (HCA), the largest owner and operator of for-profit hospitals in the world.

2014 - 2015 FULL TIME

Wellness Research & Consulting / Royal Palm Beach, FL Promotional copy for a wide range of vitamins, nutrients, and other healthcare products.

2011 - 2013

Iron Mountain / Collegeville, PA Email, direct mail, and print advertising for Iron Mountain.

2010 - 2011 FULL TIME

Roska Healthcare Advertising / Montgomeryville, PA Patient support website content for YERVOY, a Bristol-Myers Squibb drug indicated for Stage III and Stage IV melanoma.

2009 - 2010 FREELANCE

The Wharton School / Aresty Institute of Executive Education / Advanced Management Program / Philadelphia, PA Direct mail and HTML email directed at a global audience intended to spur executive enrollment at Wharton.

Marcom Group / Fairfax, VA Branding, print advertising, and website recruitment content for the Defense Contract Management Agency, the Senior Executive Service, and the US Air Force.

2006 - 2009 FULL-TIME

Arnold & Porter LLP / Washington, DC Print advertising, website content (including Partner biographies and practice area descriptions), collateral (including brochures), direct mail, and HTML email (including announcements, invitations, and *Briefs*, a firm-wide publication distributed quarterly).

Greenfield Belser / Washington, DC Print advertising, website content, and collateral for large corporate law firms, including Faegre & Benson, Nixon Peabody, and Venable.

RTCRM / Washington, DC Patient support print advertising and B2C direct mail for HUMIRA, an Abbott Laboratories blockbuster drug with annual sales of USD\$5 billion.

2001 - 2006 FREELANCE

Benjamin Franklin Bank / Waltham, MA Dimensional B2B direct mail directed at company presidents and CEOs, inviting them to join the bank's president for a private business lunch.

BJ's / Natick, MA Website content and B2C direct mail highlighting products and services available to customers at BJ's.

Bose Corporation / Framingham, MA Direct mail and print advertising for the Wave music system, the Acoustic Wave music system, and QuietComfort noise cancelling headphones.

Fidelity Investments / Smithfield, RI Content for broker sell sheets highlighting a wide array of funds available to investors through Fidelity.

The Kessler Group / Boston, MA Visa direct mail packages that targeted such affinity partners as union members.

Liberty Mutual / Boston, MA Collateral and direct mail for a variety of commercial insurance products.

MIT Sloan Management Review / Cambridge, MA Direct mail packages aimed at potential new subscribers, with a view to boosting circulation.

Primecard Debit Rewards / Wellesley, MA Direct mail packages aimed at banks to enlist their participation in a program that rewards bank customers for signing (rather than entering a PIN) for debit card purchases, thereby significantly increasing the bank's profit on those transactions.

Wellesley Financial Advisors / Wellesley, MA Print advertising that stressed the company's success and record of achievement to an audience of highly affluent investors.

1998 - 2001 FULL-TIME

Passaic Parc Advertising / Wellesley, MA Print advertising, banners, HTML email, website content, direct mail, and collateral for a wide array of agency clients, including *Fast Company Magazine*, *Harvard Business Review*, HomePortfolio.com, and *MIT Technology Review*.

Naviant Technology Solutions / Cambridge, MA Print advertising, direct mail, trade show signage, and collateral. Additionally, I wrote the company's website (which promoted its CRM software) in its entirety.

Thinking Machines Corporation / Bedford, MA B2B direct marketing and collateral for Darwin, TMC's data mining software. Darwin was eventually acquired by Oracle.

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.

AWARDS

- Finalist, The One Show, 1991
- Finalist, The Art Director's Club, 1991
- Finalist, The Andy Awards, 1991
- Finalist, John Caples Awards, 2001
- Finalist, NEDMA, 2001

EDUCATION

M.F.A. (Poetry), The Writers' Workshop, The University of Iowa
M.A. (English), Brandeis University
B.A. (English), Stetson University