

## EDUCATION

Southern Illinois University-Carbondale  
Radio-Television  
Parkland College-Champaign, A.A.  
Liberal Arts

## SKILLS

Microsoft Word  
Excel  
PowerPoint  
Outlook  
Windows Vista/XP/7  
type 65 WPM

## TESTIMONIALS

“Marty is diligent and organized...driven to produce results quickly and effectively...works hard to serve his customers and help them achieve their goals...”—*Excerpts from Employee Performance Review*

“Marty is a quick study, assimilating lots of technical facts and asking good questions...writing is inventive...constantly strives for a new spin on what could otherwise be predictable copy...”

—*Michael Stephens, President, Athearn Trains*

“Marty is an excellent writer...very detail-oriented...quick to master new procedures and technologies.”

—*Scott Panno, Partner, Lean Channel Management*

## FREELANCE CLIENTS

Lean Channel Management (Seattle, WA)  
Advance Energy, Inc. (Las Vegas, NV)

## WORK HISTORY

University of Illinois, Urbana-Champaign, IL (Sept 2012– )  
*Clerk, Office of Admissions and Records*

Cartavi, Naperville, IL (April 2011–Nov 2012) *Freelance Copywriter*

- Wrote marketing and public relations materials, including mobile app, company web pages, email blasts, press releases, blog posts, company biographies, magazine articles, and social media.
- Collaborated with designer and creative director on Cartavi brand strategy.

Amazon.com, Seattle, WA (Dec 2007–Dec 2010) *Freelance Copywriter*

- Wrote item descriptions, bullet points, and product reviews for thousands of Patio, Lawn & Garden products sold on Amazon's retail website. Researched each product for specifications, features, and chief selling points.

Wolfram Research, Inc., Champaign, IL (April 2009–Oct 2010)

*Copywriter—Marketing Communications Department*

- Wrote wide variety of marketing and public relations materials, including email blasts, company web pages, newsletters, posters, brochures, banner ads, and trade show materials.
- Presented solid creative solutions to internal clients and helped communicate the work.
- Maintained overall departmental creative standards, supported department's production and efficiency, and assisted in project and resource management.
- Assisted in monitoring and maintenance of corporate Facebook and Twitter accounts.
- Key projects included Mathematica 8 website, Mathematica Home Edition direct marketing campaign, press releases, and regular newsletters.

Horizon Hobby Distributors, Inc., Champaign, IL (Mar 2001–Jan 2009)

*Senior Copywriter—Publications Marketing Department*

- Collaborated with designers and brand managers on branding strategies.
- Conceived and wrote retail and wholesale print advertisements, company web pages, email blasts, newsletters, packaging, banner ads, product announcements, brochures, posters, and trade show materials.
- Wrote and edited monthly wholesale catalogs and quarterly retail catalogs, including headlines, covers, product descriptions, and feature articles.
- Worked closely with graphic designers in paginating catalogs, organizing copy, and researching articles and new products.
- Brands included Hangar 9, Athearn, E-flite, Sportwerks, Dynamite, Team Losi, Seagull Models, HobbyZone, and ParkZone.

## RELEVANT EXPERIENCE

- Have worked in print film criticism and radio broadcasting.
- Co-moderated Mobius Home Video Forum since 2000.
- Hosted the pop-culture blog Johnny LaRue's Crane Shot since 2004.
- Wrote chapters for Barron's hardcover books 101 Horror Movies You Must See Before You Die and 101 Science Fiction Movies You Must See Before You Die: Steven Jay Schneider, editor.

