

## **RONALD D. GROSS**

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### **OBJECTIVE**

My mission is to help individuals or companies realize their goals and dreams through creative marketing efforts.

### **CAREER PROFILE**

Ronald Gross possesses a strong background in branding, marketing strategy and copywriting with firsthand knowledge of graphics and design. Ronald has worked at international marketing agencies creating marketing campaigns and crafting effective marketing initiatives for fortune 500 companies.

Ronald Gross possesses superior verbal and written communication skills, as well as a proven ability to tailor key messages to a wide variety of audiences. He has excellent editing skills, taking complex ideas and turning them into easy to understand ones.

Ronald comes with five years of business management experience as a marketing consultant and has been managing creative projects for small to mid size businesses. He has consulted with both upstarts and existing businesses and has increased their revenue by creating successful targeted marketing and brand strategies.

### **EDUCATION**

Bachelors of Arts 1998, Advertising Design, Academy of Art College, San Francisco, California  
Communication Design 1991, Pratt Institute, Brooklyn, New York  
Associate of Arts 1990, Fine Arts, Nassau Community College, Garden City, New York

### **Technical Skills**

**Operating Systems:** Worked mostly in Mac OS environments and can troubleshoot most common Mac problems.

**Software:** Proficient in Microsoft Office, WordPress, Acrobat, FileMaker Pro, PhotoShop, Quark X-Press, Illustrator, InDesign, Dreamweaver, basic HTML, Logic and Final Cut Pro.

## **TESTIMONIALS**

“Ron is very creative and original. In a short time he is able to understand what I am trying to achieve and put it in elegant words and concepts.” – Jeanine Hemingway, CPA

“Ron Gross is by far the best choice for any marketing project you might have. He has the uncanny quality of being both creative and time managed.” – Karen Borell, Talk Around Town

“Ron is a clear thinker, 'gets it' and helps to articulate clearly my sometimes murky concepts!” – Midge Norris, Marketing2Go

“Ron is extremely easy to work with, and has an intuitive grasp on how to make copy most effective.” – Christie Smith, Quotable Quill

“Ronald is probably one of the most creative writers I've ever had the opportunity to work with. He has great ideas and gives all of his attention to each project.” – Greg Timmons, Golo Design

## **PORTFOLIO**

<http://www.rgcreativecopywriting.com/portfolio.com>

## **EXPERIENCE**

RG Creative 2006 – Present  
Buda, Texas

### **Marketing/Creative Consultant**

Development of business plans and marketing strategies including branding, presentations for new business and VC funding, development of website copy, e-newsletters and e-mail communications utilizing SEO practices. Assembled and directed creative teams to produce compelling direct mail, corporate brochures and press releases for small to mid-sized companies. Projects have included work for: Seton Institute for Reconstructive Surgery, BD&A, PCSI, Austin TurfCats, Logitech, Message Labs, RVOS Insurance, DirectBuy, Realtor Tech Tools, Proses, Expectech, Stratus Mortgage, Identipak, Snapixel, LattyPin, MamaCents, Brandenberg Marketing, Remarkamed and Medsana Cosmetics.

Modem Media 2006  
Norwalk, Connecticut

**Interactive Copywriter.** Created web copy and email messaging for Heineken and Amstel promotional micro-sites. Promotions included AmsterJam '06. Austin City Limits Music Festival, Red Star Soul, and Amstel Live Tastefully.

Ryan Partnership 2003 - 2005  
Wilton, Connecticut

**Interactive/Direct Copywriter**, a hybrid position working on both interactive and direct marketing clients. Implemented strategic concepts for an array of diverse markets utilizing both online and offline media. Created written content for promotional driven websites, dynamic web banners and other online media. Developed targeted CRM loyalty programs for major national brands and micro-managed many accounts. Major accounts: Timex, Nestle, Pure Fishing, MasterFoods, Sara Lee, Health Net and others.

Zanis Group, Inc. 2002 - 2003  
New York, New York

**Advertising Copywriter** on general print ads and helped create branding strategies for Kiindex, Inc. Copywriter on Russian-American targeted Billboard ads for the New York Post. Developed targeted marketing material for a New York PR firm.

Arc Marketing 2002  
Greenwich, Connecticut

**Interactive/Direct Copywriter.** Worked on a nationwide loyalty program for Cendant's hotel chains (i.e. Ramada, Days Inn, Super 8). Developed web copy for Pfizer's new migraine medicine, Relpax. Conceptualized for a Kellogg's/Colorado Avalanche promotion.

Rapp Collins Worldwide 2000 -2002  
New York, New York

**Direct Marketing Copywriter.** Developed strategically targeted direct marketing for mail, TV, radio, print and digital media. Major accounts: RadioShack, Mercedes-Benz, Procter & Gamble, Cingular Wireless, Viagra, Exxon/Mobil, Bank One, and others. In addition, helped design customer based programs and multi-media presentations.

## **OTHER**

Trained in Six Sigma business practices 2001. Rapp Collins Team of the year award 2000. Two years as the **Copy Editor** for Rapp Collins agency-based newsletter. Internationally exhibited artist.

*Call Ronald Gross at 512-917-1963 and see for yourself how this highly **motivated, creative and deadline-savvy** individual is able to visualize the “big picture” and then break it down into workable and manageable parts making your goals and dreams very obtainable ones.*