

RONALD D. GROSS

INFORMATION:

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PORTFOLIO:

<http://www.rgcreativecopywriting.com/AdPortfolio.html>

EXPERIENCE:

RG Creative Copywriting 2006 – Present

Project Manager/Marketing Consultant/ Freelance Copywriter/Editor

Offering marketing consulting and copywriting services and to small to mid-size businesses.

Services have included the development of business plans and marketing strategies;

presentations for new business and VC funding; writing website copy, e-newsletters and e-mail communications utilizing SEO practices and creating compelling direct mail, corporate brochures and press releases. Project manager on many of the accounts, forming creative teams to fulfill specific project needs.

Clients: Bensussen Deutsch & Associates, The Trading Company, Lucid Crew, MessageLabs, Almori BPO, s2000win Field Service Software, Associated Home Services, Magnum Opus Hospitality, Fiorana, Inc., Stratus Mortgage, Apartment Specialists, OK Cupid, Talk Around Town, Marketing2Go, Dagleish Construction, Fotofix.com, Bob Bralove, Big Toy Works, The Texas Card Players Association, JB Herrmann, Austin Patio Furniture Cleaners and St. David's Bariatric Center.

Various Companies 2007 – Present

Content/Blog Writer

Creating content for various blogs and online magazines; subjects include travel, music, film,

poetry and art. Clients include Hotels By City.net, BNN (Blogger News Network), Stereo

Subversion Magazine, Just Press Play.com, Attention Span Therapy, The Jewish Life.com, This Is By.com and SoundCheck Magazine

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 2004 - 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 Kiodes, 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 a POP display 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 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, and assisted in strategic planning.

EDUCATION:

Bachelors of Arts 1998
Advertising Design
Academy of Art College
San Francisco, California

Communication Design 1991
Pratt Institute
Brooklyn, New York

COMPUTER KNOWLEDGE:

Proficient in Microsoft Office, Acrobat, FileMaker Pro, PhotoShop, Quark X-Press, Illustrator, InDesign, Dreamweaver, Logic and Final Cut Pro.

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. International exhibited artist.