

Beth R. Friedman
2720 3rd Avenue, Seattle, WA
206.257.0607
bried99@mindspring.com

Summary:

Versatile copywriter with over 10 years experience working at global corporations. Passionate about exceeding high customer expectations. Demonstrated success at speaking to a wide variety of customers representing diverse demographics. Take pride in project ownership and ability to function independently at a high level. Adept at creating accessible guidelines, which communicate processes that can be easily replicated.

Online Portfolio: www.bethfriedman.net

Professional Experience:

Onlineshoes.com
Seattle

August 2010 - March 2015

Copywriter/Freelance

- Write creative content for online retail sales of men's, women's and children's shoes, including sales blurbs, landing pages and related marketing/SEO materials.
- Work with a high volume of diverse materials under tight deadlines.
- Maintain voice consistent with the company's identity and brands ranging from fashion and athletic styles to specialty footwear.

Animalattraction.com, VNU Business Media
New York/Seattle

2008 - 2010

Senior Copywriter/Freelance

Responsibilities:

- Created the home page and all promotional launch materials for the animalattraction.com website. Sustained relevant point of view in synch with website's membership base and mission.
- Conceptualized and created sales collateral inserts and media kits for VNU Business Media, publishers of Billboard Magazine and AdWeek. Collaborated with art directors and marketing managers to create winning campaigns.

Additional clients: Harlequin Books, Jewish Federation of Seattle, Magazine Publishers of America

PP Direct Marketing, New York

2007 – 2008

Senior Editor/Copywriter

Responsibilities:

- Wrote detailed and descriptive content for modern women's accessories. Developed and wrote individual “stories” behind each item.
- Shaped creative direction and brand voice by developing unique in-depth direct email to consumer base. Collaborated with art department to establish attractive, consistent brand image.
- Conducted A/B version testing to establish best marketing practices and measuring impact of A/B versions.
- Mentored junior copywriters, and supervised scheduling.

Bertelsmann/Bookspan/Doubleday Direct, New York

2004 – 2007

Senior Copywriter

Responsibilities:

- Wrote copy, conceptualized and created direct mail campaigns resulting in the successful ongoing acquisition and retention of book club customers, coordinating efforts with multiple departments.
- Collaborated with major vendors including Leapfrog, Disney and Sony Playstation, with target audience ranging from toddlers to teens and beyond.
- Composed and edited all related promotional copy: magazine print ads, merchandise product blurbs, special topical inserts and advertorials.
- Created and replicated the perspective and voice of an extremely diverse customer base.
- Organized and executed presentations to marketing and editorial teams.
- Launched new business initiatives, including naming, branding and all related copy and concept responsibilities.

Bertelsmann Music Group (BMG) Direct

1999 - 2003

New York

Senior Copywriter

Responsibilities:

- Composed and created web and print promotions for CDNOW and BMG Music Service, working closely with marketing and design teams.
- Wrote promotional headlines and body copy, banners, e-mails and diverse descriptive product blurbs for the direct mail and online sales of music, video, books, electronics and popular culture merchandise.
- One of a team of five writers communicating to a diverse membership base including college students. Consistently requested by Senior Management to brainstorm and conceptualize on a wide range of projects.

Education: Vassar College, Poughkeepsie, NY. BA in English