

October 5, 2011

RE: Marketing Copywriter / Copy Content Manager

Dear Maureen,

If you're looking for a seasoned, creative writer with a Bachelor's degree in English, read on. If you want to add a marketing savvy professional to your team, look no further. I've been writing since I learned to put pen to paper. You might say it's in my blood to write, and communication comes naturally to me. I spent 13 years in the Air Force as a communications operator and began writing professionally during that time.

After I retired from active duty, I wrote for newspapers as a reporter, columnist, editor-in-chief and book reviewer. The news business required me to engage readers quickly through headlines – a skill that has translated well to the marketing communications I've been involved with throughout my career. And I know it would help me as a copywriter for your company as well.

My writing portfolio includes:

- Byline articles and featured columns
- Press releases
- Newsletters
- Social media postings (including Facebook & Twitter)
- Print and web publications, including B2B
- Wiki content
- Published short fiction & screenplays
- Book reviews

After reviewing your requirements for the position, I am confident I meet or exceed all of them. I'd like to take a moment to highlight how my experience and skills compare with what you're looking for.

- **Education:** I have a bachelor's degree in English with a concentration in creative writing.
- **Professional copywriting and content management:** I have been writing professionally for 16 years, copywriting, managing content and projects, and working on marketing, fundraising and event planning projects.
- **Marketing environment:** During my twelve years managing bookstores, I have been heavily involved in marketing and promotions. This included both B2C and B2B marketing.
- **Independent judgment:** My ability to work independently, rely on my own judgment, and accomplish both my goals and the goals of my organization have helped me thrive as a manager and marketing/writing professional.
- **Multi-tasking skills:** Juggling multiple projects at once comes easily to me. I am also deadline-oriented, and I have no problem finishing projects on time – every time.
- **Professional portfolio:** My writing portfolio includes a wide variety of content.
- **Software skills:** I am proficient with MS Office, including PowerPoint. I am also experienced using page layout software and social media sites, and I am familiar with project management software.

I would welcome the opportunity to meet with you and your team to discuss how I could put my skills, experience and passion for writing to work for your company. If you would like to contact me, please feel free to call me at 217-XXX-8866 or email me at sxxxx@gmail.com.

Sincerely,

Scott XXXX

SCOTT E.C. XXXX

Champaign, Illinois
email: sxxxx@gmail.com
Phone: 217-XXX-8866

Published writer with a 16-year history of writing professionally; a background in marketing, management, journalism, public relations, publishing, and web writing; business-to-business writing experience; and the ability to learn and absorb new information quickly seeks a marketing copywriting position with a strong, stable company that will allow me to grow with the organization. My portfolio includes print and web publications, byline articles, Wiki content, press releases, newsletters, published short fiction, and social media postings, among others.

EDUCATION

B.A. English-Creative Writing with a Public Communications Minor

University of Wisconsin-Eau Claire; Eau Claire, Wisconsin; December 1998

- Graduated Cum Laude

WRITING/PUBLISHING EXPERIENCE

Freelance Writer

Various clients; June 1998 to Present

- Write news and feature articles for *The New Braunfels Herald-Zeitung* (New Braunfels, Texas) and *SA Scene* (San Antonio, Texas)
- Develop, write and edit copy for SIGSALY Entertainment's Prince of Thieves Wiki site and actor profiles
- Write screenplays for the forthcoming SIGSALY Entertainment web series Prince of Thieves
- Write short fiction pieces for *The Bachelor Pad Magazine*, a 1950's retro-culture magazine
- Write book and restaurant reviews for *The Current* (San Antonio, Texas), *Illinois Magazine*, and *The Paper* (Urbana, Illinois)

Columnist, Reporter and Book Reviewer

The Spectator - University of Wisconsin-Eau Claire Newspaper; September 1995 to December 1998

Columnist

- After my promotion to columnist, I wrote bylined humor and opinion columns

Reporter

- Wrote bylined news and feature articles

Book Reviewer

- Offered my skills as a book reviewer, analyzing and reviewing new releases

Editor-in-Chief, Reporter and Public Relations & Promotions Coordinator

Dimension Student Life Magazine - University of Wisconsin-Eau Claire; January 1996 to December 1997

Editor-in-Chief

- When promoted to editor-in-chief, I was responsible for coordinating all editing, writing, advertising and layout assignments and supervising staff

Reporter

- Wrote bylined feature articles relating to student life

Public Relations/Promotions

- Recruited new staff members, scheduled meeting times and distributed finished product

MARKETING & MANAGEMENT EXPERIENCE

Event Coordinator

Illini Union Bookstore - Champaign, Illinois; September 2006 to Present

Writing

- Write press releases and monthly event newsletters
- Write and publish social network postings (Facebook and Twitter) to promote store events and sales

Marketing

- Coordinate, maintain and execute an active program to host varied authors for autographing, readings and discussions

Management

- Oversee and coordinate sales events at off-site venues
- Hire, train, supervise and evaluate 20 to 25 student employees

Department Manager

Barnes & Noble Booksellers, Inc. - San Antonio, Texas & Champaign, Illinois; April 1999 to August 2006

Writing

- Designed and wrote marketing collateral for store and community events

Marketing

- Planned and organized community fundraising events
- Created and implemented marketing strategies for the local market
- Managed the merchandising and operation of the department in accordance with company standards

Management

- Contributed to achievement of financial goals established for the store
- Assisted in the interviewing, training, developing and evaluation of booksellers
- Oversaw general store operations

MILITARY EXPERIENCE

U. S. Air Force Reserves/Wisconsin Air Guard; May 1995 to December 1998

Computer/Communications Operator

- Created and distributed data message traffic
- Handled and secured classified material
- Supervised, trained and evaluated subordinate enlisted personnel

United States Air Force; September 1985 to May 1992

Computer/Communications Operator

- Responsibilities included the transmission, reception, distribution and destruction of highly sensitive classified material
- Supervised, trained and evaluated subordinate enlisted personnel