

CARRIE STRUBLE

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OBJECTIVE

Leverage my copywriting talent, marketing & advertising agency experience, and self-management skills to support the development and coordination of vital marketing communications in a deadline-driven atmosphere.

QUALIFICATIONS

- Creative, savvy writer and editor with excellent communication skills and an eye for detail. Experience working with graphic designers, marketing directors, and ad agency teams.
- Flexible, responsible and timely completion of projects with exceptional ability to meet deadlines.
- Diverse background includes ownership of freelance business with an emphasis on independent time and project management skill building, client interaction, and competitive market research.

EMPLOYMENT HISTORY

Chief Creative Officer, Owner (Freelance) | Literatrue LLC, Marketing Communications Copywriting Services (Morristown, NJ)

2009-Present

- Creative collateral for print and web: articles, press releases, web pages (SEO), e-mail blasts, catalogs, print ads, brochures, editorial pieces written based on client interviews, competitive research, and background materials.
- Consumer, B2B, corporate, direct mail. Various industries: medical/healthcare, luxury automotive, human resources/business solutions, mobile applications and software development, and more.
- Working knowledge of social media and search engine marketing campaigns.
- Development and implementation of web statistic analysis and reporting.
- Day-to-day business responsibilities include overseeing creative projects, providing deliverables, distributing marketing pieces to media, and working with designers, directors and web programmers on creative direction.

Editorial Director | Insight Research, Telecommunications Market Research (Boonton, NJ)

2007 - 2009

Managed editorial process for market research reports in telecom industry. Assisted marketing director with database maintenance, newsletters & web marketing efforts.

EDUCATION

Certificate, Effective Editing, Morris Hills School of Adult & Continuing Education, NJ: 2009

Bachelor's Degree, English Literature, University of Hertfordshire, UK: 2006

REFERENCES & WRITING SAMPLES

Available online at <http://www.literatrue.net> and by request.

IT SKILLS

Adobe: Dreamweaver, Illustrator, Photoshop, Acrobat; **Microsoft:** Word, Excel, PowerPoint, Outlook; **Browsers:** Firefox, Chrome, Explorer; **Languages:** HTML, CSS; **Other:** Social Networking, Social Media, Social Bookmarking, Blogging, SEO, Google Adwords, WordPress, Google Analytics, SAP