

Sheri Harris: CopywriterSheri.com

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SUMMARY:

Direct marketing copywriter with quantifiable record of exceeding client and employer expectations through strategic thinking, copywriting excellence and management effectiveness. Many past projects have generated measurable lift in awareness, response, sales, margin, AOV and ROI. Crafted copy for thousands of acquisition, retention and reactivation campaigns, as well as strategic **brand positioning** and **marketing communications**. Deep experience across digital, video, direct mail and print. Trained copywriters; directed and supervised designers. Successfully collaborated with product developers and merchants; attorneys; sales executives; operations and training teams; other corporate stakeholders. Supported the diverse content needs of businesses ranging from *Inc*-rated fast-growth companies to global brand leaders.

WORK HISTORY:

CopywriterSheri.com

Principal: senior-level messaging strategy and copywriting services August 2005 to present

- Manage a consistently-profitable, revenue-generating **copywriting** practice that supports corporate and agency clients with messaging strategy and writing services for B2B, B2C, B2G audiences:
 - Global clients include ADT, DHL, Wyndham International, plus many national B2B, B2C leaders
 - SME to Enterprise-level business audiences, as well as varied consumer and patient demographics
- Experience in many specialized verticals: technology, healthcare, tourism, education, logistics, big-box and specialty retail, mature market, HR, employment law, entertainment, many others
- Digital, email and direct mail marketing, communications, social media, direct sales support, optimized content, websites, landing pages, e-commerce, video, direct mail, print, blogs, DRTV
- Experienced using Base Camp and Project Tracker collaborative tools. Fast ramp-up on new platforms
- Visit CopywriterSheri.com for client roster, industry experience and project samples

Office Depot North America

Copy Director, promoted to Global Content Director September 2002 to August 2005

Measurable online, mail and print achievements:

- Drove up to 30% incremental sales & margin lift in retail technology converting weekly **retail print advertising** insert loss leaders to **profitable AOV/market basket** with new Tech Time training content. Doubled retail sales projections twice; boosted lucrative high-margin extended product warranties from 1.7 to 2.2% of total U.S. tech sales in 6 months
- Revamped sales copy, driving higher measurable results representing millions of dollars for **HP, Sony, Canon, LG, Brother, Belkin, Linksys**, other key technology and supply vendors
- Generated **1-11% in-store sales lift** in split A/B controlled testing by developing Buyer's Edge SM: a unique self-serve retail **in-store shopper marketing** differentiator no other competitor offered. Helped customers make better buying decisions for their needs, which in turn boosted AOV. Bonus: also helped sales teams guide customers with more knowledge
- Strengthened selling power of 1,000+ page **business-to-business catalogs** with revamp. Book earned Catalog Age Gold 03/04: judging praise on **catalog copywriting** effectiveness
- Strengthened sales impact and consistency on 20,000+ SKU/item database with **Content Management** strategy; partnered w/content management director and trained her team
- Improved **B2C and B2B retail advertising** consistency; saved hundreds of creative/production hours with Copy Guides on cross-channel programs like Loyalty, Private Brand, Copy, Print/Ship services

- Facilitated **multi-national retail** expansion by presenting strategies to European merchant/marketing leadership, who chose to adopt several into their own operations

JOB DUTIES: Supported \$14 billion firm's **Consumer, B2B, Enterprise, Govt/Educational** divisions with strategies and copy to strengthen **multi-channel** messaging power/consistency cross-channel: **retail, catalog, e-commerce**, corporate/private brand, employee training. Hired, trained and managed 2 writers and 1 copy manager, supervised and approved all work. Each team member earned strong internal customer quality/service scores from other departments. Directed graphic artists and production artists throughout many creative projects.

Copywriter Sheri: Freelance Services

May 2001 to September 2002

Supporting global corporations and ad agency clients with online, direct mail, print and video messaging. Retained former employer Fairfield Resorts as pleased client; received Copy Director offer from Office Depot, based upon performance.

Wyndham Vacation Resorts (Formerly Fairfield Resorts)

Copy Director, promoted to Creative Director

October 1999 to May 2001

Measurable Achievements:

- Slashed 50% off **direct mail** turnaround; lowered costs: new workflows/ accountabilities
- Created consumer **direct response campaigns** that exceeded projected response rates for off-season campaigns and Blondie/Dagwood "Spokestoons" targeting senior demographic
- Directed **brand positioning** and **corporate marketing messaging**: loyalty/VIP clubs, corporate site content, speeches, naming strategies; directories, DRTV, much more

JOB DUTIES: Directed **direct mail creative** strategy; wrote **marketing copy** to promote 30 vacation destinations for \$200 million travel/resort company. Co-op with Carnival Cruises, Universal Studios, Harrah's. Managed one production artist and freelancers.

G. Neil, Taylor Corporation

Copywriter, Marketing Communications Manager

August 1995 to October 1999

Measurable Catalog, E-Commerce and Direct Mail Achievements:

- Transformed failing labor law **direct mail** package into winning concept that quadrupled response rate: held top spot years after I left, despite repeated tests from creative challengers
- Slashed **direct marketing** mailings ad costs by 50% and generated better response rates on employee screening products and beat existing **direct mail controls**
- Boosted sales 19% over prior year with **catalog** revamp: no changes to list or offer. Total team effort with VP Creative Strategy and Art Director. Revamped concept from ground up
- Revamped selling power on house catalogs, boosting sales revenue on many SKUS

JOB DUTIES: Developed copy strategy for \$30 million B2B HR Products Developer and B2B Cataloger. 12 **catalog** titles and **e-commerce** website, plus **direct mail** solos, **email marketing**, trade ads, **product packaging**, conference collateral. Product lines: employment law, legal and OSHA tools, business forms, greeting cards, gifts, motivational. Supervised writer and 2 proofers.

EDUCATION:

Marketing/Business Administration Bachelor's Degree: Florida Atlantic University