

PHILIP SHELLEY

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ACD/SR. INTERACTIVE COPYWRITER

Strategically-oriented, big-picture creative professional with expertise overseeing content and copy supporting the development of tactically sound, highly engaging, experience-focused Web content and digital marketing materials.

- An experienced and versatile writer, editor, and researcher with talents authoring compelling, sparkling, and entertaining copy in direct support of client needs and business objectives.
- Fluent and experienced in communicating business goals, creative strategy, marketing and branding concepts to clients, developers, and business teams.
- Familiar with all aspects of development lifecycle, with experience in Web and CD-ROM development as well as banner campaigns, newsletters, microsites and co-branding initiatives.
- Conscientious team manager and mentor.
- Influential relationship building and presentation skills; regularly trusted as primary creative liaison with Fortune 500 clients.

PROFESSIONAL EXPERIENCE

Freelance Copy Writing, VARIOUS CLIENTS – January 2010 – Present

Key project achievements:

- Barclay pitch deck for EMC (New York)
- Copy and strategy for WeConnectFashion – influential rag trade networking site
- Various projects for BBH (New York) including Axe website work and official 2012 Presidential Elections website for the Commission on Presidential Debates

Senior Creative Contributor, ORGANIC – New York, NY March 2009 – December 2009

Key project achievements:

- Led creative team in establishing creative, technical and strategic guidelines for Bank of America digital video marketing installations in banking centers and digital billboards.
- Concepted/wrote digital marketing spots for Bank of America products including co-branded affinity cards, student-targeted financial products, and consumer education.
- Helped create new high brand-equity consumer education site for Bank of America (“Solutions”) and tried to defend it from becoming simply another hard-sell marketing channel.
- Provided copy and concepts for Merrill Lynch rebrand following ML acquisition by Bank of America.

Copy Team Lead, PUBLICIS MODEM – New York, NY August 2008 – February 2009

Key project achievements:

- Managed and mentored a team of four copywriters in vast, complex, comprehensive CMS website redesign for LG Electronics.

Continued...

- The team wrote over 2,000 pages of new copy for the LGE.com re-launch, including over 500 product pages, supplementary site pages and a Copy Style Guide.
- Partnered closely with Content Strategy team, as well as Design, IA and Project Management/Account to ensure cross-project consistency and orderly workflow. (It was chaos anyway.)
- Led content QA process, to ensure accurate implementation as the website was prepared for launch.

Associate Creative Director, G2 – New York, NY October 2007 – May 2008

Key project achievements:

- Lead creative teams in conceiving, creative and technical development for all M&M'S/MARS interactive marketing campaigns including complex Flash microsites housing user-generated content and robust user-generated content and community features.
- Recruited and mentored key members of M&M'S/Mars creative team, and fostered a creative and enjoyable work environment.
- Partnered closely through constant communication with Clients, Account Team, Project Management, Vendors and Technical Team.
- Served as editor/strategist on Skittles 2008 Online Strategy presentation.
- Supported CD in countless “right hand” ways, including as sounding board, resource management, scheduling, etc.

Freelance Senior Creative Contributor, ORGANIC – New York, NY January 2007 – September 2007

Key project achievements:

- Developed copy and content for Bank of America Foreign Currency transactional website. Presented work to clients, managed junior designers.
- Wrote copy and VO script for Bank of America Mortgage product-launch Microsite featuring interactive video vignettes of a spokesperson “guide”; Worked closely with primary Client to coordinate final revisions to VO script and screen copy per Client legal, LOB and marketing teams; Oversaw script continuity issues during video shoot.
- Teamed with designers to create numerous online banner/landing-page campaigns for Bank of America, ranging across LOBs and including Student Loans, Student Checking and various Home Equity products.

Freelance Copywriter, GREATER THAN ONE – New York, NY December 2006 – January 2007

Key project achievements:

- Work closely with Content Strategist, IA, Designer and Creative Director to develop copy conventions, format, voice and functionality for interactive educational module for users of Medtronic diabetes glucose monitoring system.
- Write and create copydecks that reflected the marketing and educational goals of the project; engaged target consumer; met legal compliance issues; and were usable as content production tools for development team.

Freelance Online Copy Coordinator, VICTORIA'S SECRET DIRECT – New York, NY July 2006 – November 2006

Key project achievements:

- Write all online copy for VictoriasSecret.com (main landing pages updated every three weeks), for opt-in e-mail stream (10-15 messages per month), banner ad units, as well as special projects and functional copy.
- Coordinate with catalogue copy team, online merchant team and marketing team to ensure alignment and accuracy in brand voice, product descriptions, special offers and cross-channel initiatives.
- Work closely with designers and online coordinators to ensure production processes flow smoothly and personably, and that best-practice standards are maintained regarding the customer experience.

Freelance Creative Supervisor, DRAFT – New York, NY February 2006 – June 2006

Key project achievements:

- Helped unify and simplify a multi-media testimonial campaign for CA, creating consistent messaging, look & feel and seamless brand experience for users. Wrote all interactive copy for banners, landing pages, intranet pages.
- Managed creative team for all Unilever online work for Wisk and Snuggle including both brand websites. Snuggle work including re-branding and a new visual direction for the website tied to new product at retail. Wisk work including the launch of a content-rich mini-site tied to a big NASCAR promotional tie-in. Wrote all copy for web pages, e-mails.

Freelance Senior Copywriter, MRM/MCCANN – New York, NY
February 2006

Fall 2005 –

Key project achievements:

- Blend marketing/brand messaging with in-depth technical information and e-commerce capabilities for Delphi Medical Systems informational website for launch of new product line of network-connected homecare medical devices.
- Multi-targeted site had to speak distinctly (and carefully) to seven distinct user groups (from consumers to B2B) whose level of understanding and whose value propositions are not always in alignment (e.g., doctors, homecare organizations, patients, insurance companies, medical distributors, manufacturers, etc.)
- Coordinated creation of initial Creative Strategy presentation, providing client with clear understanding and buy-in framework for all subsequent creative deliverables.
- Wrote and presented all copy successfully to clients, providing insight and rationale when necessary.
- Upsold client on need for first-class original images, resulting in photo-shoot.
- Because of “product launch” nature of website, coordinated closely with all other marketing channels, collaborating on tight deadlines even as products and business model remained in constant flux.

Copy Supervisor, MAGNANI, CARUSO & DUTTON – New York, NY

Summer/Fall 2005

Provided support for the partners/creative directors and creative leadership to project teams in all aspects of creative project work. Oversaw all copy development in the office, and provided creative and strategic oversight for multiple ongoing banner campaigns. Wrote all copy for key campaigns. Supervised freelance copywriters and stepped in to provide copy and content support on all projects as needed.

Key projects and achievements:

- Oversaw copy development of Capital One’s first 365 online brand campaign.

- Concepted and created successful online banner campaign for Capital One Home Loans LOB, utilizing “real” loan officer photos as market differentiator.
- Ensured consistency in targeted test banners served up to select qualified AOL members.
- Led creative development of animated anti-drug website targeting teen abusers of DXM for the non-profit Partnership for a Drug-Free America.
- Wrote and conceived online promotional units for the Radio City 2005 Holiday Spectacular.

Senior Interactive Copywriter, DRAFT DIGITAL– New York, NY 2003 to 2005

Provided conceptual development, writing, and editing of print/online content for key corporate accounts including Verizon, Cuervo, and Bank of America. *Key projects and achievements:*

- Developed and authored all copy for Interactive CD-ROM for Verizon Wireless Mobile Phones, distributed with every Verizon phone purchased as of spring 2004.
- Cultivated and maintained strong relationship with Verizon throughout long-term development effort, regularly facilitating client meetings and presentations.
- Researched and wrote all copy for in-depth Cuervo Brand Education Video CD-ROM, as well as project managing development of music score and voiceover recording sessions.
- Successfully rejuvenated troubled relationship with Cuervo representatives; personally requested by client to fulfill subsequent development activities, including new product launches and complete redesign of main Web site.
- Spearheaded concept development, creative production, and writing for highly successful online banner campaign for Verizon targeted to gay audience.
- Created promotional Web copy and targeted e-mails for Unilever (Wisk/Snuggle brands).
- Initially recruited on contractual basis; recognized for customer relations skills and creative talents with staff position & subsequent promotion.

Freelance Copywriter / Editor, VARIOUS CLIENTS – New York, NY 2002– Present

Established and maintained loyal relationships with clients while performing broad range of writing and editing services for print and online distribution. *Key projects and achievements:*

- JBA Media: Researched and wrote data charts and articles for high quality custom health publications for large pharmaceutical companies.
- Kodak Image Center Solutions: Wrote all copy for Kodak Web site for co-branded photo stores.
- Pernod Ricard: Authored and edited all copy as well as establishing format and voice of bi-monthly newsletter & Web site targeted to wine consumers.
- Aetna US HealthCare: Edited/re-wrote copy for brochure on minority health care issues, including Chairman’s letter.

Content Strategist / Content Editor / Copywriter, IXL, INC./SCIENT – New York, NY 2000 – 2001

Key projects and achievements:

- Participated in redesign of Web site for TD Waterhouse, leading to top-five placement in Gomez rankings.
- Oversaw key brand re-engineering for BMG Music Service, driving significant increase in Web traffic while strengthening public image.
- Managed content for Web-based photo gift application for Hallmark.
- Led implementation of vignette-based Content Management system for MetLife.