

PHILIP SHELLEY

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Online Portfolio: <http://www.enivrez.com/philip/>

INTERACTIVE COPYWRITER AND CONTENT PRODUCER

Solutions-oriented creative professional with expertise overseeing content and copy supporting the development of strategically sound, highly engaging, audience-focused Web content and online 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.
- Able to organize multiple projects while meeting aggressive deadlines.
- Influential relationship building and presentation skills; regularly trusted as primary creative liaison with Fortune 500 clients.

PROFESSIONAL EXPERIENCE

Copy Supervisor, MAGNANI, CARUSO & DUTTON – New York, NY 2005 to Present

Provide support for the partners/creative directors and creative leadership to project teams in all aspects of creative project work. Oversee all copy development in the office, and provide creative and strategic oversight for multiple ongoing banner campaigns. Write all copy for key campaigns. Supervise freelance copywriters and step 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

Provide conceptual development, writing, and editing of print/online content for key corporate accounts including Verizon, Cuervo, and Bank of America. Oversee copy and content production for client Web sites, online marketing and advertising collateral, multimedia presentations, and corporate newsletters. Collaborate extensively with clients to define objectives, determine market and branding strategies, and author engaging and highly focused content. Work closely with interactive designers and developers to ensure usability, functionality, and quality of final deliverables. Coordinate schedules and lead cross-functional creative teams in online promotional development, in-studio voiceover recording sessions, and additional special projects. *Key projects and achievements:*

Continued...

- 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.

Interactive Copywriter / Editor, VARIOUS CLIENTS – New York, NY

2002– Present

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

- Washington Times: Contribute music/CD reviews for Arts & Entertainment section of leading national newspaper.
- JBA Media: Researched and wrote data charts and articles for high quality custom health publications for large pharmaceutical companies.
- Springtime: Wrote RFPs, Press Releases and other promotional communications for international industrial design firm including for Coke, Victoria's Secret.
- 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, with articles featuring Sandeman port and Jacob's Creek products.
- Chinagraph: Transcribed and edited interview materials for award-winning, full-length feature documentary, "End of the Century."
- 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

Provided ongoing writing, editing, and coordination of online content initiatives for numerous Fortune 500 clients in deadline-driven agency environment. Conducted extensive brand research and performed content audits to define style and scope of projects. Coordinated cross-channel messaging initiatives and repurposed offline content, ensuring alignment of traditional and interactive media. Authored business proposals and prepared presentations, articulating strategy, focus, and direction to clients at all levels. *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.

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- Led implementation of vignette-based Content Management system for MetLife.

Web site Reviewer, SHOPSERVE.COM– New York, NY 1998 – 2000
Evaluated and authored reviews of over 100 e-commerce Web sites, focused on quality of content, ease of use, and technical competence. Prepared updates for pre-existing reviews to support rapidly evolving online commerce industry. Authored “how to” essays on basic e-commerce protocols for new online consumers.

EDUCATION

Columbia University BA, 1986
English Major

MISCELLANY

Musician/Songwriter with several CD releases

Tons of experience working in the fast-paced, user-experience-oriented world of New York City RESTAURANTS & BARS