

ANNE BURKLEY

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www.BurkleyCreative.com/writing

MARKETING SPECIALIST • COPYWRITER

EXPERTISE

Campaign Planning & Development • Creative Direction • Project Coordination • Copywriting • Brochure Development
Website Copy • Advertising Concepts • Press Releases • Sales Collateral • Radio and Video Scripts • Internet Writing & SEO
Product Manuals & Descriptions • Blog Management & Writing • Digital Communication • Feature & Editorial Writing

PROFESSIONAL EXPERIENCE

MARKETING AND EDITORIAL WRITER, Harrisburg, Pennsylvania, 2008 to Present

Freelance Marketing Consultant & Writer

Partner with clients to meet marketing goals through traditional and new media. Develop and write marketing and sales collateral and provide creative direction. Concept and write websites and create page titles and descriptions for search engine optimization. Write press releases, business-to-business articles, and professional/business profiles. Research and write feature articles and blog entries on various topics for web and print publications.

- Clients: The Patriot-News, Newsletters Ink, Central Penn Business Journal, Central Penn Parent, Destination Hotels & Resorts, Pennsylvania Builder's Association, Networx, Keyvive, Knee Bouncers, WiiShopExpress, Haan Corporation

HAAN CORPORATION, Lancaster, Pennsylvania, 3-Month Contract 2011

Senior Copywriter

Conceptualized and wrote copy that showcased a new product line and design for industry-leading steam cleaner company. Created copy for sales collateral, multiple websites, print ads, point-of-purchase materials, trade-show banners, owner manuals and product packaging. Wrote press releases and compiled media contact lists. Wrote SEO web descriptions for retailers to incorporate keywords and phrases.

- Wrote press release that was picked up in *HomeWorld*, the leading industry trade publication in the most prominent issue of the year.
- Instrumental in the creation of a social media plan that can be implemented in the future to combine Facebook, Twitter and a company blog to educate the public of the value of steam cleaning.

THE PATRIOT-NEWS, Harrisburg, Pennsylvania, 1998 to 2008

Marketing Specialist

Developed advertising and marketing campaigns and sales collateral for award-winning daily and Sunday newspaper to promote products and image using print, billboard, Internet, direct mail and radio. Led the creative direction and wrote copy for all projects. Coordinated and supervised creative with in-house art department and freelance contractors. Set project deadlines and ensured that they were met. Wrote, coordinated, and designed feature pages and special niche sections.

- Won 1st Place in the 2007 PNA Newspaper of the Year Awards in the Marketing & Promotion category.
- Created direct mail campaign earning 10% return and boosted circulation.
- Coordinated marketing section for Giant Center opening that was inserted in the newspaper and handed out at the venue.

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Professional Experience Continued ...

MODE MAGAZINE, Harrisburg, Pennsylvania, 1997 to 1998

Magazine Assistant

Staff writer, editor and publication assistant for monthly art and entertainment magazine. Wrote dining columns, one-tank travel reviews, city-related feature articles and managed monthly entertainment calendar. Communicated with freelance writers to make sure that assignments were completed before deadline.

- Revised mailing and distribution list for maximum exposure and initiated a change to a bulk-mailing system to save time and money.

Additional Career Information Available on Request.

EDUCATION

Penn State University, BA in Communications

COMPUTER KNOWLEDGE

QuarkXPress, InDesign, Adobe Creative Suite