

RON NACHMANN
Copywriter – All Media
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OVERVIEW

I'm a versatile **copywriter**, **journalist** and **editor** with over 15 years of experience in print and online.

- Writer on multiple subjects, themes, and formats
- Manager/collaborator with editors, visual designers, marketers and others
- Agile problem-solver, communicator and relationship-builder

Recent Work

Contract - Copywriter [September 2007—Present] *Clients include:*

- **Wells Fargo.com**: Website of fifth-largest bank in the US
Wrote web copy for home equity mini-site
- **Hewlett-Packard**: Largest tech company in the world
Wrote email and landing page promoting print management solutions for public sector
- **Amgen/Wyeth**: International biotech company
Wrote web copy and case studies promoting rheumatoid arthritis drug Enbrel
- **Nortel**: Multinational telecom manufacturer
Wrote storyboard concepts for sales videos for both telepresence and network capacity products
- **Yodlee**: Premier financial account aggregation platform
Wrote web copy, email, and direct mail targeted at both consumers and businesses
- **Protiviti**: Global consulting and internal audit firm
Edited and wrote content for internal brand guidelines
- **Cake Financial**: Start-up investor social network platform
Wrote web copy, instructional content and FAQs

Bank of America.com: Website of the largest bank in the US.

Contract - Copywriter [March—September 2007]:

- Created online marketing communications on aggressive deadline for Bank of America's Online Banking, Small Business, and Deposits lines of business
- Generated collateral for other initiatives on quick turnaround
- Collaborated with in-house design and production teams for ideal creative presentation

Formats include: landing & interstitial pages, banners, targeted ads, announcements

PayPal, Inc.: Global leader in online payments services - an eBay company.

Staff - Senior Copywriter [March 2004—March 2007]:

- Strategized messaging for company's recent overall brand realignment
- Wrote campaign copy and navigational text for many vertical businesses inside the company, including Consumer/P2P, Merchant Services (small & large), Developers, and Financial Products
- Served as sole copywriter for both the launch of PayPal Mobile (<http://www.paypal.com/mobile>) and site redesign

Formats include: landing & interstitial pages, banners, promotional emails, newsletters, print brochures, industry show panels, packaging, Flash video script

XLR8R Magazine: Monthly, globally distributed new music and culture magazine. Published by independent outfit Amalgam Media, *XLR8R* includes interviews, features, columns, news, reviews, and special sections.

Associate Editor [January 1999—March 2004]:

- Edited staff and guest submissions for reviews sections
- Wrote features, interviews and promotional copy as needed
- Copyedited and proofread all content for each issue
- Supported managing editor and publisher on projects

Ask.com: First commercial question-answering search engine. Features natural language-based technology both on own consumer site and on corporate client sites to provide relevant answers to user questions.

Editor [September—December 2000]:

- Built and maintained a main category in company's knowledge-base
- Updated and repaired keyword conventions using proprietary analysis and production tools

NBCi: Web portal under the NBC network brand. Featured standard topic directory, a LiveDirectory component comprising user-submitted sites and other standard portal services (e-mail, shopping, etc.).

Search & Directory Editor [April—August 2000]:

- Built out and maintained three channels in topic directory
- Monitored and classified user-submitted sites, and promoted appropriate sites into main directory
- Provided support for immediate department-wide maintenance tasks

Leonardo Magazine/Leonardo Music Journal (LMJ): Academic art & music journals of the International Society for the Arts, Sciences and Technology (I.S.A.S.T.). Published by the Massachusetts Institute of Technology.

Associate Editor [March 1998—March 2000]:

- Coordinated and edited content of LMJ and CD-ROM with editor-in-chief, managing editor and CD curator
- Secured permission for audio and print materials featured in both Leonardo and LMJ
- Proofread bluelines for each issue of both journals
- Maintained and updated editorial style guidelines for both journals
- Wrote and distributed publicity on I.S.A.S.T. and Leonardo projects

MusicNet: Pioneering digital music subscription platform.

Managing Editor [September 1995—October 1996]:

- Wrote and edited copy for quarterly CD-ROM and weekly website
- Conducted and edited artist interviews featured on website
- Researched, fact-checked, copyedited and proofread copy
- Supervised production flow and schedule with project manager
- Hired and trained employees and interns

FREELANCE WRITING

- Wrote columns, features and reviews for *SF Bay Guardian*, *SF Weekly*, *East Bay Express*, *Phoenix New Times* and *Houston Press*
- Wrote event preview copy for America Online's Digital City site, *SF Chronicle's* SFGate site and *SF Weekly's* calendar
- Wrote features and product reviews for nationally distributed music magazines *XLR8R*, *URB* and *MixMag*
- Wrote and formatted copy and articles for ACF Newsource, the website of the customized news service American Communications Foundation
- Short features for local lifestyle publications *San Francisco* and *7x7*

REFERENCES

- **Bank of America**
Jennifer Schmich, Lead Copywriter, User-Centered Design & Research
(415) 871-9517 mail@abstractanalogy.com

Michele L. Davis, VP, e-Commerce Marketing
(704) 388-4477 Michele.L.Davis@bankofamerica.com
- **PayPal**
Jonah Otis, Copy Team Manager, PayPal
(408) 306-1982 jotis@paypal.com
- **XLR8R Magazine**
Andrew Smith, Publisher
(415) 861-7583

SKILLS

- **Digital:** MS Word, Excel, Illustrator, PhotoShop, FileMaker Pro, Quark, InDesign, HomeSite, PowerPoint
- **Editorial:** Writing, editing, managing, copy editing, proofreading and research

EDUCATION

- University of California Santa Cruz, B.A. Creative Writing/Literature
- National University Copywriting Seminar