

Kevin Noschese  
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## **Objective**

Copywriting projects for companies seeking to communicate the benefits of complex product and service offerings to target audiences not necessarily well versed in technology.

## **Summary of Qualifications**

Highly experienced copywriter with a track record of delivering measurable results for a wide range of clients across all media. Adept at creating effective brand messaging. Expertise in creating a tone and manner that best communicates product and service benefits to target markets. Experience in collateral, direct mail, e-mail marketing, corporate communications, press releases, ghostwriting, PR, SEO, writing for the web and television. Exceptional client handling skills and a collaborative team player capable of driving projects in a leadership role when necessary and appropriate.

## **Skills and Accomplishments**

1/1994 – 12/2009

Owner • Kevin Noschese Copywriting • Fairfield, CT

Sourced and wrote collateral, direct mail packages, web content and PR for a diverse clientele of local, regional and national agency and corporate clients in B2B, financial services and technology markets. Frequently assumed creative director duties on projects for direct clients, collaborating with freelance art directors and production personnel.

Accounts served include Pitney Bowes, Reed Exhibition Companies, Ziff-Davis, Hunt Technologies, DHL and McGraw-Hill.

2/1990 – 12/1993

Copy/Contact • French & Partners, Inc. • New York, NY

Advertising agency account manager and lead creative on *Aviation Week & Space Technology* and *International Herald Tribune* trade accounts and the U.S. introduction of Doctors Without Borders/ Médecins Sans Frontières (pro bono); writer on Aircraft Braking Systems Corporation, General Electric (corporate) and Loral Corporation business.

Account Executive/Media Sales • WCAX-TV • Burlington, VT

Retail Advertising Account Executive for Vermont's top-rated television station. Consistently achieved double-digit growth in territory encompassing northwestern Vermont and northeastern New York. Developed creative concepts, wrote copy and oversaw production on key accounts.

## **Education**

University of North Carolina at Greensboro

BA in Communications; Advertising concentration, 1984

AAAA Institute for Advanced Advertising Studies, 1992

## **Outside Activities**

Taproot Foundation, Seattle – Pro-bono Branding/Messaging Project for AtWork!

Finalist in the Mainstream/Literary Short Story category of the 2008 Writers Digest Writing Competition for the short story *Important Things*.