



JOE FRANKLIN

profile

an accomplished copywriter with over 12 years experience in the advertising, b2b, b2c and news media industries. a diplomatic project driver with a proven ability to meet deadlines, accomplish objectives and work productively with companies large and small. top communication skills and proven leadership.

core services

writing, editing and managing the development of print literature and sales tools, including—direct mail, corporate collateral, rich media scripts, print ads, banners, web content and branding.

education

ba • english | minor • journalism
university of iowa

organizations & awards

direct marketing association (dma) • certificate in direct and interactive marketing
michael o'reilly
graphis • honorable mention
intersection for the arts • volunteer
fiction writer's workshop • university of iowa

experience

freelance *copywriter*

sprint pcs • anheuser-busch • uncle ben's • sun microsystems • avaya • allbusiness • caffè classico foods • deutsch design works • red bricks media • trilibis mobile • jaypar • 555-1212.com • goaupair • cmea ventures.

seismicom *senior copywriter*

2007 – current

understand our clients' business and adapt copy style to each brand's tone and voice. work in partnership with art directors to develop materials and big ideas. use marketing and promotions knowledge to develop client campaigns. present concepts and copy in internal meetings and give effective presentations to clients.

ctb/mcgraw-hill *lead copywriter/contract*

2005 – 2006

using writing best practices, develop content for all print and online sales and marketing materials including—direct/e-mail campaigns, advertising, events and conferences, yearly catalog and web sites. manage a team of outside writing resources. shepherd consistent brand voice and drive awareness and lead generation.

gyro international <i>senior copywriter</i>	2003 – 2005	responsible for the consistency and excellence of a wide variety of marketing deliverables including—direct mail, e-mail, multimedia, case studies, brochures and web sites. effectively interfaced with client and internal team, including creative director and account managers. developed, documented and maintained the agency’s brand voice.
unixinsider.com <i>executive editor</i>	1999 – 2002	instrumental in the launch of the site, from top- to low-level pages. managed a staff of 12 writers and editors. recognized and interpreted emerging marketplace trends. assigned and wrote stories accordingly. acted as the magazine’s representative at tradeshow, vendor product launches and expert panel discussions.
the inter-city express <i>managing editor</i>	1997 – 1999	developed and assigned articles daily to a staff of reporters, columnists and freelance writers. edited articles for accuracy, relevance and flow. responsible for the strategic direction of the paper, from content development to circulation.

representative projects

brochures	gyro wanted to create a corporate brochure that would capture their essence in a slick, compelling way. as senior copywriter i analyzed not only where they were, but also where they wanted to go as an agency, and in the end decided on a bold approach that helped them stand out from the crowd. the result? an inspired sales tool that performs.
web content	wrote all copy currently posted on the häagen-dazs reserve (http://www.haagendazs.com/reserve/), cmea ventures (www.cmeaventures.com), 555-1212.com (www.555-1212.com), jaypar (www.jaypar.com), trilibis mobile (www.trilibis.com) and goaupair (www.goaupair.com) web sites.
print ad	wrote a series of ads for silicon graphics (sgi) introducing their altix family of servers, clusters and supercomputers. the ads, which focused primarily on scalability and performance, appeared in such magazines as eweek, sys admin and smart computing, and allowed sgi to enter the marketplace with significant buzz.

direct mail

created a control busting dm package for online meeting leader webex. titled salesforce.com, the campaign featured compelling language combined with an incented offer of two free fandango movie tickets. the campaign quickly went viral, producing 1,767 unique leads in nine days, or a 5 percent response rate, which far exceeded targeted numbers.

html mailer

who knew a company could run up to 30 separate systems on a single server, reduce power and space requirements, and annually save several hundred thousand dollars on hardware purchases alone? vmware knew. so did their client welch's. i helped vmware devise an integrated html mail campaign that drove traffic to a micro-site. the campaign dramatically increased marketplace awareness and created a highly-affordable sales spike for their pioneering product. now that's sweet. and juicy too...

flash banner ad

mirapoint wanted to get the word out that building and maintaining an enterprise's secure messaging infrastructure was as simple as choosing them. in helping devise their one&done campaign i not only provided the insightful creative direction and copy writing they were looking for, i also acted as their corporate spokes model. now that truly is one and done.

packaging copy

what do you do when you're the king of beers and your long-standing partner, the world leader in sports, is about to turn 25? you put it on a 16 oz. can and instruct the world to take notice. i helped anheuser-busch pay homage to espn and an era that changed sports.