



JOE FRANKLIN

education

ba • english | minor • journalism
university of iowa

strengths

direct mail, point of sale, web content, corporate collateral,
rich media scripts, print ads, banners

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

copy writing and creative direction

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

senior copywriter

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.
business wire <i>editor/newsroom supervisor</i>	1995 – 1997	responsible for supervision and guidance of newsroom staff. edited and distributed press releases globally to major newspapers, television stations and databases via associated press and affiliate wire services. maintained client relationships including sun microsystems, hp and microsoft.