



## 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

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### *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 – 2008

worked in partnership with art directors to develop materials and  
big ideas. used marketing and promotions knowledge to develop  
client campaigns. presented concepts and copy in internal meetings  
and gave effective presentations to clients.

#### **ctb/mcgraw-hill**

*lead copywriter/contract*

2005 – 2006


using writing best practices, developed content for all print and  
online sales and marketing materials including—direct/e-mail  
campaigns, advertising, events and conferences, yearly catalog and  
web sites. managed a team of outside writing resources. shepherded  
consistent brand voice and drove 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 teams, including creative director and account managers.  
developed, documented and maintained the agency's brand voice.



<b>unixinsider.com</b> <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.
<b>the inter-city express</b> <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.
<b>business wire</b> <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.