



JOE FRANKLIN

education

ba • english | minor • journalism
university of iowa

strengths

online marketing and content strategy, including email campaigns, search engine optimization (seo), web copy, banners, direct mail, collateral and all printable materials.

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

franklin online marketing & content

principal

2009 – present

craft results-oriented copy for the web, direct mail, email campaigns, ads, seo, rich media scripts and more; track results and revise content accordingly for such clients as verizon wireless, mog.com, webex, socialtwist.com, sprint pcs, magellan gps, häagen-dazs and more.

seismicom

senior copywriter

2007 – 2008

understood clients' business and adapted copy style to each brand's tone and voice. 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

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.

gyro international

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.

unixinsider.com
executive editor

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
managing editor

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
editor/newsroom supervisor

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.