

CLAUDIA LONG Strategic Marketing

98 Mendham Avenue, Hastings-On-Hudson, New York 10706

646-234-7598 • claudialong@earthlink.net • www.claudialong.com

Copywriter/Creative Director — Drawing on deep experience across a broad spectrum of categories, channels and disciplines, I help clients develop, strengthen and reinvigorate brands, build and maintain relationships with customers, and create compelling communications and programs that increase response, sales and market share.

Bodden Partners Freelance Copywriter 2008–2009	Crafted new brand identity language and positioning for agency's primary client, the National Education Association Member Benefits. Developed strategy and creative for the annual NEA convention, including launch of the new Member Benefits website, in conjunction with a special 'Thank a Teacher' national promotion [http://www.teacherthankyoucard.org]. Developed new control mailings for Prudential life insurance products and Bank of America financial offerings.
Ryan TrueHealth Freelance Copywriter 2006–2008	Helped create agency brand voice; developed advertising and promotion for clients including Quintiles, the world's largest bio/pharmaceutical CRO.
Brand Buzz Associate Creative Director 2002–2006	Created viral, as well as traditional, communication strategies and materials. Crafted advertising and PR and planned events for a diverse range of clients, including natural products brand Burt's Bees, Sunkist, Accenture, Computer Associates, Pella, LG Mobile, Sony, Del Monte Pounce, HBO and Danska vodka. Executed the US rebranding campaign of Twinings Tea. Developed web content and social media for Sony, LG Mobile and others, and created print and online ads and collateral for the US launch of LG Appliances.
Y&R/Lord Dentsu Associate Creative Director 1999–2002	Created integrated, synergistic marketing initiatives for TV, radio, DM, print and online – for Bell Atlantic/ Verizon, b2b and consumer divisions, and IBM, Poland Springs and others. Launched first Baby Bell long distance company.
Y&R/The Chapman Agency Senior Copywriter 1996–1999	For this direct response agency, I created TV and radio spots, direct mail, print advertising and collateral for American Express, AT&T, NYNEX, Digital Computers, Angel Records, Showtime, and others. Won a Caples International Award for business-to-business radio and consumer TV, and a national Effie Award for most effective direct mail, for a US Postal Service campaign.
Rapp & Collins Senior Copywriter 1993–1996	Created DR advertising and promotion for Clairol, British Airways, American Express, Showtime, Waterford-Wedgewood, and Conde Nast magazines, among others.
Book of the Month Club Associate Creative Director 1992–1993	Responsible for all editorial newsletters, catalogues, acquisition and retention mailings, and print advertising for all BMC clubs, each with their own distinct brand and voice. Won a Caples International Award for consumer direct mail, for the launch of the Quality Paperback Book Club.
Time/Warner Senior Writer 1989–1992	Produced all phases of advertising and promotional materials for all magazines in the franchise — <i>Time</i> , <i>Life</i> , <i>Fortune</i> , <i>People</i> , <i>Sports Illustrated</i> , <i>Discover</i> , <i>Working Mother</i> and <i>Entertainment Weekly</i> .