

SHERI HARRIS

954.801.0282 Miami/West Palm Beach, FL 33323 sharris@copywritersheri.com

SUMMARY: Senior-level direct marketing copywriter/creative director with measurable *record of lift in response, sales, margin, AOV and ROI* via on-target messaging strategy and content. Crafted messaging for thousands of online, mail, print, video and other marketing and sales initiatives. Trained staff copywriters; supervised designers. Supported delighted clients and past employers spanning *Inc*-rated fast-growth firms to multi-national Fortune 100s.

WORK HISTORY:

COPYWRITERSHERI.COM

Copywriter/Creative Director (principal)

August 2005 to present

- Support national clients across **B2C, B2B, B2G** industries and **specialized verticals**
- Thousands of **interactive, direct mail**, marketing communications projects: **websites, landing pages, emails, video, collateral, newsletters, lead generation mail, print ads**
- See 1-pg overview by industry and project scope at “About Sheri” at CopywriterSheri.com

OFFICE DEPOT CORPORATION

Creative Director Copy, promoted to Global Content Director September 2002 to August 2005

Measurable online, mail and print achievements:

- Drove up to 30% incremental sales & margin lift in retail technology converting weekly **retail print advertising** insert loss leaders to **profitable AOV/market basket** with new Tech Time training content. Doubled retail sales projections twice; boosted lucrative high-margin extended product warranties from 1.7 to 2.2% of total U.S. tech sales in 6 months.
- Revamped sales copy, driving higher measurable results representing millions of dollars for **HP, Sony, Canon, LG, Brother, Belkin, Linksys**, other key technology and supply vendors.
- Generated **1-11% in-store sales lift** in split A/B controlled testing by developing Buyer’s Edge SM: a unique self-serve retail **in-store shopper marketing** differentiator no other competitor offered. Helped customers make better buying decisions for their needs, which in turn boosted AOV. Bonus: also helped sales teams guide customers with more knowledge.
- Strengthened selling power of 1,000+ page **business-to-business catalogs** with revamp. Book earned Catalog Age Gold 03/04: judging praise on **catalog copywriting** effectiveness.
- Strengthened sales impact and consistency on 20,000+ SKU/item database with **Content Management** strategy; partnered w/content management director and trained her team.
- Improved **B2C and B2B retail advertising** consistency; saved hundreds of creative/production hours with Copy Guides on cross-channel programs like Loyalty, Private Brand, Copy, Print/Ship services.
- Facilitated **multi-national retail** expansion by presenting strategies to European merchant/marketing leadership, who chose to adopt several into their own operations.

JOB DUTIES: Supported \$14 billion firm’s **Consumer, B2B, Enterprise, Govt/Educational** divisions with strategies/copy to strengthen **multi-channel** messaging power/consistency cross-channel: **retail, catalog, e-commerce**, corporate/private brand, employee training. **Hired, trained and managed 2 writers and 1 copy manager**, directly supervised and approved all work. Each team member earned strong internal customer quality/service scores from other departments. Directed graphic artists and production artists throughout many creative projects.

FREELANCE/CONSULTING PRACTICE

May 2001 to September 2002

Supported national/local clients on **interactive, mail and print** projects. Retained former employer Fairfield as client; received director offer from Office Depot, based upon performance.

FAIRFIELD RESORTS (Now Wyndham Resort Vacations)

Copy Director, promoted to Creative Director

October 1999 to May 2001

Measurable Achievements:

- Slashed 50% off **direct mail** turnaround; lowered costs: new workflows/ accountabilities.
- Created consumer **direct response campaigns** that exceeded projected response rates for off-season campaigns and Blondie/Dagwood "Spokestoons" targeting senior demographic.
- Expanded scope to **brand positioning** and **corporate marketing**: loyalty/VIP clubs, corporate site content, speeches, naming strategies; directories, DRTV, much more.

JOB DUTIES: Directed **direct mail creative** strategy; wrote **direct marketing copy** to promote 30 vacation destinations for \$200 million travel/resort company. Co-op with Carnival Cruises, Universal Studios, Harrah's. Managed one production artist and freelancers.

G. NEIL COMPANIES (now Taylor Corporation/Everglades Direct)

Copy/Communications Manager

August 1995 to October 1999

Measurable Catalog, E-Commerce and Direct Mail Achievements:

- Transformed failing labor law **direct mail** package into winning concept that quadrupled response rate: held top spot years after I left, despite repeated tests from creative challengers.
- Slashed **direct marketing** mailings ad costs by 50% and generated better response rates on employee screening products and beat existing **direct mail controls**.
- Boosted sales 19% over prior year with **catalog** revamp: no changes to list or offer. Total team effort with VP Creative Strategy and Art Director. Revamped concept from ground up.
- Revamped selling power on house catalogs, boosting sales revenue on many SKUS.

JOB DUTIES: Developed copy strategy for \$30 million B2B HR Products Developer and B2B Cataloger. 12 **catalog** titles and **e-commerce** website, plus **direct mail** solos, **email marketing**, trade ads, **product packaging**, conference collateral. Product lines: employment law, legal and OSHA tools, business forms, greeting cards, gifts, motivational. Supervised writer and 2 proofers.

EDUCATION:

Bachelor's Degree: Marketing & Business Administration, FAU, Honors Graduate

AWARDS:

- Marketing Excellence: Office Depot
- Multi-Channel Merchant Gold Award: Office Depot Big Book (multiple awards)
- Multi-Channel Merchant Gold Award: G. Neil Master Book (plus Silver Awards)