



Copywriting by Sheri Harris

# Powerful Messaging... Measurable Results

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[copywritersheri.com](http://copywritersheri.com)

**SUMMARY:** Direct marketing advertising leader with proven track record of driving measurable lift in traffic, awareness, response, sales, margin and ROI metrics through on-target messaging strategy and copywriting. Multi-channel wins across online, mail, print, sales training at *Inc*-rated fast-growth firms to multi-channel, multi-national Fortune 100s.

**INDUSTRY Experience:** B2C, B2B, B2G (government) verticals

- Apparel
- Archival/Photo
- Athletic Testing
- Aviation
- B2B Technology
- (SaaS, software, etc)
- Business Services
- College/Vocational
- Continuity Programs
- Credit Cards
- Consumer Electronics
- Consumer Tech
- Education
- Employment Law
- Fashion
- Finance
- Food Specialty
- Fragrances
- Franchise Sales
- Gaming
- Gifts/Specialty
- Healthcare/wellness
- Hospitality
- HR products
- Health Insurance
- Insurance
- IT Services
- Law Enforcement
- List Brokers
- Manufacturing
- Medical supplies
- Moving/Relocation
- Motivation/Gifts
- Office Supplies
- Online Marketing
- Printing
- Real Estate
- Recruitment
- Resort/Travel
- Retailing
- Safety/OSHA
- Timeshare
- Warranty Programs

**PROJECT Experience:** Deep expertise in **direct marketing copywriting:** online, mail, print

- Banner ads, online advertising
- Brand positioning/tagline development
- Call center scripting
- Content management strategies
- Corporate collateral: brochures, sell sheets, capabilities kits
- Direct response (emails, mail, catalogs, web, DRTV)
- Directories and procedural guides
- E-Learning, telemarketing scripts; sales training
- Executive speeches/presentations (C-Level)
- Landing page and email lead generation/conversion
- Loyalty, VIP, and preferred customer programs
- Newsletters (print, enewsletters, blog postings)
- Print ads/traditional print advertising
- Product naming, positioning and packaging
- SEO websites and landing pages
- Thought leadership (white papers, bulletins)
- Tradeshow collateral and in-store displays
- Training/teaching copywriters and designers
- Web and online content
- Video scripts: online and offline

**CLIENTS Past and Present:** Visit [CopywriterSheri.com](http://CopywriterSheri.com) for samples & results

- Arriva Medical (Diabetes meters/supplies)
- Acxiom /AccuData
- Banker's Healthcare (physician funding/practice capital)
- Benchmark (FootSmart/lower body pain relief)
- Bluegreen Corporation
- Brother
- Canon
- Carnival Cruise Lines
- Century 21
- Cheaptickets.com
- Citrix
- Club Med
- Coty Fragrances
- DIRECTTV
- D.R. Horton
- E-InsuranceOnline.com
- G. Neil Companies (HR, safety, labor law)
- Harrah's Gaming and Resorts
- HP (desktop consumer/small business lines)
- Kaplan Virtual Education
- Keiser University
- Laredo Group (online/interactive ad training)
- LeadAmerica (High School leadership/career conferences)
- London Luxury (high-end bed/bath collections; textiles)
- LG Products (Consumer Technology)
- Media Whiz (online marketing agency)
- Nordis Direct (direct marketing agency)
- Office Depot
- Sunglass Hut International/Watch Station
- Shoes for Crews
- Sony
- Ultimate Software
- Uniform Advantage (apparel: healthcare/restaurant)
- Universal Studios Orlando
- Veterinarians.com
- Viking Office Products
- WCI Communities
- Wyndham Resorts
- Xeikon (digital press mfr.)
- Many more!

**STAFF EMPLOYMENT:** See full resume with measurable wins on "About Sheri" page: [CopywriterSheri.com](http://CopywriterSheri.com)

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|---|---------------------------|---------------|
| • Independent Copywriter/Creative Director              | CopywriterSheri.com       | 2005- present |
| • Copy Director, <b>promoted to Global Content Dir.</b> | Office Depot Corporation  | 2002-2005     |
| • Independent Contractor                                | CopywriterSheri.com       | 2001-2002     |
| • Copy Director, <b>promoted to Creative Director</b>   | Wyndham/Fairfield Resorts | 1999-2001     |
| • Copy Manager/Marketing Communications Mgr             | G. Neil/Everglades Direct | 1995-1999     |

**EDUCATION:** Bachelor Degree/Honors Graduate: Marketing/Business Administration at FAU