



Sheri Harris: CopywriterSheri.com

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Summary: Senior-level direct marketing, brand positioning and marketing communications copywriter with established track record of quantifiable lift in awareness, response, conversion, margin and ROI on many projects:

- Corporate and agency background: Worked in client-side staff roles as well as supporting busy agencies
- B2B and B2C: Extensive digital, mail, video and print...some radio and broadcast
- Teaching and training: Built copywriter training programs and managed staff writers
- Collaborative: Met the needs of many diverse stakeholders: product developers; buyers/merchants; attorneys; sales and operations leaders; CEOs and board members; physicians; owners

Industry experience:

- Arts/Culture
- Business services
- Credit cards
- Consumer electronics
- Environmental/green
- Fashion
- Finance
- Food and beverage
- Fragrances
- Franchise sales
- Funeral/cremation
- Healthcare/medical
- Higher education
- HR/employment law
- Trade organizations
- Insurance
- IT services
- Law enforcement
- Logistics/shipping
- Manufacturing
- Moving/relocation
- Office supplies
- Real estate
- Recruitment
- Retail
- Safety/OSHA
- Resort/travel/tourism
- Technology
- Vacation ownership
- Veterinarians
- Warranty Programs

Project experience:

- Brand positioning: UVP/USP, taglines, battle cries
- Content management strategy/execution
- Corporate collateral: brochures, sell sheets, capabilities kits
- C-level speeches, investor presentations, sales presentations
- Direct response programs (online, direct mail, DRTV)
- Directories and guest guides
- Landing pages, multi-stage lead gen/conversion campaigns
- Loyalty, VIP, and preferred customer programs
- Mobile commerce/e-commerce
- Newsletters, blogs and sponsored posts
- Online PPC, banner and social ads
- Print campaigns
- Product naming, positioning and packaging
- Retail advertising: print, circular, in-store, digital
- Social: FB, TW, PIN, LI ads, postings, sponsored articles
- Thought leadership (reports, white papers, case studies)
- Training program content/Edu (internal and customer)
- Websites and microsites (optimized)
- Video scripts: marketing, sales, demo, online and offline

Partial client list: (past and present)

- ADT/Tyco
- AccuData
- Benchmark Brands (pain relief/health/wellness)
- Carnival Cruise Lines
- Century 21
- Cheaptickets.com
- Citrix
- Club Med North America and Global
- Coty Fragrances
- Cross Country (home warranty programs)
- DHL Express
- DirectTV
- D.R. Horton and WCI Communities
- Florida International University
- Fort Lauderdale CVB
- Everglades Direct/G. Neil (B2B: HR, safety, labor law)
- Hypower (Renewable Energies: Solar/Wind)
- Kaplan University
- LG, Sony, HP (consumer and small biz technology)
- Neptune Society
- Nova Southeastern University
- Office Depot North America
- Pediatric Associates
- Port Everglades (Top 3 cruise port worldwide)
- PuroClean Corporation (disaster recovery franchisor)
- Raillex (leading cold storage transport and logistics)
- Sunglass Hut International/Watch Station
- Shoes for Crews
- Starmark (integrated ad agency)
- Ultimate Software
- Uniform Advantage (apparel: healthcare/hospitality)
- Universal Studios Orlando
- Wyndham Resorts

Career roles:

- Principal CopywriterSheri.com 2005- present
- Copy Director, promoted to Global Content Dir. Office Depot North America 2002-2005
- Independent Copywriter/Creative Director CopywriterSheri.com 2001-2002
- Copy Director, promoted to Creative Director Wyndham Resorts 1999-2001
- Copy Manager/Marketing Communications Mgr G. Neil/Everglades Direct 1995-1999

Education: Bachelor's in Business Administration and Marketing; Florida Atlantic University

Let's connect! www.linkedin.com/in/sheriharris/