



Copywriting by Sheri Harris

Powerful Messaging... Measurable Results

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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 and integrated campaign wins: optimized online, mail, print, sales support, training divisions. Delighted *Inc*-rated fast-growth firms to multi-channel, multi-national Fortune 500s. Extensive experience developing strategic-level brand positioning, marketing communications and sales/business development messaging as well.

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

- B2B Technology
- (Cloud, Software, etc)
- Business Services
- College/Vocational
- Continuity Programs
- Credit Cards
- Consumer Electronics
- Consumer Technology
- Education (HS, adult)
- Employment Law
- Fashion
- Finance
- Food/Gift Specialty
- Fragrances
- Franchise Sales
- Funeral/cremation
- Healthcare/wellness
- HR products/services
- Insurance
- IT Services
- Law Enforcement
- Manufacturing
- Medical supplies
- Moving/Relocation
- Office Supplies
- Online Marketing
- Printing/Lettershop
- Real Estate
- Recruitment
- Retailing
- Safety/OSHA
- Travel/Resort
- Vacation Ownership
- Veterinarians
- Warranty Programs

PROJECT Experience: Multi-disciplined with deep direct marketing expertise: online, mail, print, video

- Brand positioning/tagline development
- Call center scripting
- Content management strategies
- Corporate collateral: brochures, sell sheets, capabilities kits
- Direct response (emails, direct mail, catalogs, web, DRTV)
- Directories and procedural guides
- E-Learning, telemarketing scripts; sales training
- E-Commerce content – marketing and SKU-specific
- Executive speeches and presentations (C-Level)
- Landing page and email lead generation/conversion
- Loyalty, VIP, and preferred customer programs
- Newsletters (print, e-newsletters, blog postings)
- Online Advertising: sites, landing pages, SEO content
- Print ads/traditional print advertising
- Product naming, positioning and packaging
- Retail Advertising: print, in-store, digital
- Social media content
- Thought leadership (white papers, reports, case studies)
- Training/teaching copywriters and designers
- Websites and other optimized online content
- Video scripts: marketing, sales, demo, online and offline

CLIENTS Past and Present: Visit CopywriterSheri.com for samples & results

- ADT
- Arriva Medical (Diabetes meters/supplies)
- AccuData
- Banker's Healthcare (physician funding/practice capital)
- Benchmark Brands (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
- Everglades Direct/G. Neil (B2B: HR, safety, labor law)
- Harrah's Gaming and Resorts
- HP (desktop consumer/small business lines)
- Hypower (Renewable Energy)
- Kaplan Virtual Education
- Laredo Group (online/interactive ad training)
- LeadAmerica (High School leadership/career conferences)
- London Luxury (high-end bed/bath collections; textiles)
- LG Products (Consumer Technology)
- Mad 4 Marketing (ad agency)
- Media Whiz (interactive marketing agency)
- Neptune Society
- Nordis Direct (direct marketing agency)
- Office Depot
- Pediatric Associates
- Sunglass Hut International/Watch Station
- Shoes for Crews
- Sony
- Starmark (integrated ad agency)
- Ultimate Software
- Uniform Advantage (apparel: healthcare/restaurant)
- Universal Studios Orlando
- Veterinarians.com
- Viking Office Products
- WCI Communities
- Wyndham Resorts

STAFF ROLES: See resume: <http://www.copywritersheri.com/samples/about%20sheri/Sheri%20Harris%20Resume.pdf>

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

EDUCATION: Florida Atlantic University: Bachelor's Degree/Honors Graduate: Marketing/Business Admin.