

Brad Chittim

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Innovation...Strategy...Execution...Results

Freelance copywriter focused on ROI. Strategic approach to planning and implementing integrated marketing communications deliverables in support of revenue objectives.

- ◆ Greatest strength is ability to persuasively articulate the business case and benefits of products and services.
- ◆ Excellent written and verbal communications skills.
- ◆ Able to develop and implement public relations programs to build awareness and deliver consistent messaging.
- ◆ Effectively consult distribution sales channels to create marcom programs, sales support tools and stretch budget dollars.
- ◆ Skilled in business planning, including the creation of written plans, budgets, financial projections and supporting documentation.

Experience

Chief Scribe for Write Concepts, Inc., Thornton, CO 1997-present

Serving Fortune 1000, public and private companies. Adept at consistently delivering on time client-satisfying copy.

I make my client's lives easier because:

- ◆ They don't have to hold my hand—I'm a seasoned marcom professional well versed in the fundamentals of creating and executing production schedules, outlines and copy.
- ◆ We speak the same language—I quickly grasp marketing objectives and can articulate them in tactical communications.
- ◆ I deliver value by giving more than expected—a large portion of fine writing, a dash of marketing consulting and a bit of strategic messaging alignment.

Senior Marketing Communications Specialist, Carrier Access Corporation, Boulder CO, 2000-2001

Partnered with Marcom Director to design and implement communications programs supporting distribution and direct sales channels that generated year 2000 sales of \$148M. Supported distribution sales channel generating 65% of total company revenues.

Accomplishments:

- ◆ Managed 80+ projects covering the spectrum of marcom deliverables. Supervised copywriters, subject matter experts, vendors and graphic artists. Worked collaboratively with senior management and marketing teams.
- ◆ Managed specification sheet content development for 30 pieces across five product lines. Created standardized, value-focused approach to promote products.
- ◆ Implemented employee newsletter supporting company employee retention and morale objectives. Researched and wrote articles of compelling interest to employees which garnered favorable feedback.

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Experience

Continued

- ◆ Managed design, development, and production of a 50,000-piece direct mail campaign. Supervised outside creative agency and mail house.
- ◆ Directed an innovative, comprehensive press release program resulting in a 62% increase in releases over the previous year. Secured press interviews resulting in industry coverage. Evaluated press opportunities and coordinated radio and print interviews for CEO.
- ◆ Proposed an annualized, integrated advertising program encompassing target trade journals and distributor periodicals. Introduced strategic framework for advertising objectives and reduced advertising expenses.
- ◆ Instituted interdepartmental processes resulting in precipitous drop in last-minute deliverable demands. Enhanced internal client satisfaction and eliminated “lost” projects.

Marketing Manager, United Commercial Financial Services, LLC, Denver, CO, 1998-1999

Charged with creating and implementing marketing campaigns to generate leads.

- ◆ Created and executed direct fax campaign generating a 5% response rate.
- ◆ Managed company presence at industry trade show resulting in 90 qualified prospects.

Marketing Coordinator, Woodward Clyde Federal Services, Denver, CO, 1997-1998

Coordinated multi-million dollar Request For Proposals (RFPs). Met 100% of submission deadlines.

- ◆ Tailored RFP copy to exacting proposal specifications and coordinated content input from large cross-functional teams up to 20 members.
- ◆ Leveraged company competitive advantages by developing graphics illustrating quantitative and qualitative strengths.

Education

M.A., International Relations, minor in strategic studies, summa cum laude, Boston University, Frankfurt, Germany

B.A., Psychology, University of Colorado at Boulder

Russian Basic Course, Defense Language Institute

Volunteer Work

2003, Paid consultant, Media Relations Committee Chairperson, Cherry Creek Arts Festival

2002 Media Relations Committee Chairperson, Cherry Creek Arts Festival

This annual event drew over 350,000 attendees. Consulted Festival employees on key messaging development. Managed the on-time completion of press release (8), fact sheet (10) and press kit deliverables (3). Oversaw volunteer staff of 16. Worked with four television stations during the three-day event resulting in key messaging being picked up in their newscasts.