

PAUL CLARK

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AWARD-WINNING EDITORIAL PROFESSIONAL HIGHLY SKILLED AT

WRITING • COPY EDITING • ADVERTISING

CORE PROFESSIONAL SKILLS

Substantive Content Editing
Diverse Range: Ad Copy to Editorial
Extensive Advertising Credentials

Excellent Writing and Editing Skills
Traditional Print and Online
B2B and B2C Focus

Building Client Relationships
Management Experience
Agency Principal

PROFESSIONAL PROFILE

- Extensive experience with writing, substantive editing, copy editing and content development, from serving as a creative executive in advertising to an editor with several high-profile publications.
- Diverse writing portfolio, from magazine feature articles to ad copywriting for major clients.
- Created a broad range of advertising and marketing collateral, including direct mail, direct-to-consumer catalogs, web content, advertorials, media/sales kits, presentations, promos, trade and retail print, package inserts, signage, sales sheets, in-store displays, worldwide product messaging.
- Management experience as co-founder of a successful boutique ad agency; supervised staff and ran copy departments for mid-sized ad agencies.
- Portfolio available at www.paclark.net.

CAREER HIGHLIGHTS

- Contribute feature articles, from artist profiles to general interest, to *The Hook*, a popular regional arts and culture magazine for New York's Lower Hudson Valley; also copy edit all submissions and consult publisher on advertising and promotion strategies.
- Senior member and/or chief of copywriting teams for major advertising clients such as Hewlett-Packard, Citibank, Nikon, AT&T Mobile Satellite Services, Lucent Technologies, Reed Travel Group and Flatotel.
- Co-founded a successful ad agency, with management responsibility over day-to-day operations, P&Ls, creative resource hiring and development, new business acquisition.
- Managed over 300 projects annually as copy chief of Reed Travel Group, consisting of six major publications.

EMPLOYMENT HISTORY

The Hook Magazine (Nyack, NY) | *Editorial Consultant* | 2006—Present

Wunderman/Y&R Brands (New York, NY) | *Senior Copywriter* | 2006—2008

Source Communications (Hackensack, NJ) | *Senior Copywriter* | 1999—2006

Marra Marketing Group (Pluckemin, NJ) | *Copy Chief* | 1996—1998

Broder/Clark & Associates (New York, NY) | *Principal* | 1994—1995

EDUCATION

Michigan State University (East Lansing, MI) | *BA in Russian Language and Studies*