

Sylvia Schildt

Creative Concepts

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BRILLIANT FREELANCE COPYWRITER

WORDS aimed like arrows hit the mark every time. When I write your next piece of copy, your target audience will be convinced your product, service or brand is just what they've been waiting for. And that means results you can measure. Am a quick assimilator, poised to create effective communications that achieve your strategic business goals. Ready, aim, Sylvia!

IMPRESSIVE EXPERIENCE IN:

Advertising/Marketing . Corporate Capabilities/Identity . Catalogs
Consumer Magazines . Trade Publication Ads/Advertorials
Radio/TV . PR Releases . Corporate Videos . Interactive Media
Web Content . Point of Purchase . Direct Marketing . Collateral
Marketing Plans . Newsletters . New Business Presentations
Agency Self-promotion . Annual Reports . Training Materials
Speeches . Executive Ghostwriting . Feature Articles
Packaging Copy . Documentaries

I've made cash registers ring in FASHION/RETAIL: Macy's, Gimbels, The May Company, Woodward & Lothrop, Garfinckels, Woolf Brothers, CPI Retail Malls, Annapolis Woman, Ballston Commons, Max Factor, Territory Ahead, Alpha Shirt. Related cosmetics, homefurnishings, fashion writing, lifestyles.

I've produced delicious results in FOOD/FOODSERVICE: Aramark, Service America, Marriott, US Foodservice, McCormick-Schilling, Hershey's, Pillsbury's, Sara Lee, Frito Lay, Phillips, H and S Bakery, Snyders of Hanover, Dunkin Donuts, Smaks, Cognac of France.

I've helped the bottom line in BUSINESS-TO-BUSINESS: NameTag, Valspar, Lucas Bros./Corporate Express, Grafco, Art Litho, BG&E, Sweetheart Cup.

I've cured communication blahs in HEALTHCARE: Sinai Hospital, Johns Hopkins Healthy Living partnership, Premier Sub Acute Care, Chesapeake HealthCare, Doctors Hospital, Upper Chesapeake MSO, Krieger-Kennedy Children's Hospital, Pointe Overlook Assisted Living for Seniors, Virginia Medical Partners, WS& B Consulting, Baltimore Therapy Enterprises, Maryland General Obstetrical Center.

I've brought more green to FINANCIAL: Citicorp, MBNA, Peoples Bank, Chase, Taipan Group, AmSouth Bank.

I've brought fresh ideas to IT: Softzoo.com, Hysales, Vir2L, AI Evolution, MetaInfomatix, Cognio.

AGENCY BACKGROUND: Merkle Direct, The Top Banana, Marriner Marketing, Harvey & Daughters, Strategix Advertising, Arista, Creative Intelligence Agency.

OTHER: C-SPAN, National Association of Social Workers, Metro DC Police, Interstate Worldwide Relocation, Barnum & Bailey and a whole lot more.

EXECUTIVE EXPERIENCE

Copy Chief:

Woodward & Lothrop, Washington DC (4 years)

Garfinckels, Washington, DC (2-1/2 years)

Interstate Dept. Stores (4 years)

Advertising Manager

The May Company (4 years)

VP Advertising & Sales Promotion

Hamburgers Menswear (2 years)

Senior writer/Copy Chief

Gimbels New York (2 years)

Macy's New York (1 year) Macy's Kansas City (2 years)

May Company (4 years)

WANT TO SEE SOME OF MY WORK?

Samples available upon request or visit my online portfolio

<http://www.allfreelancework.com/portfoliofr.php?id=147430>