

Paul Baker, ACD / Copywriter

PORTFOLIO paul-baker.com CELL 415.377.6634 EMAIL write@paul-baker.com

AT A GLANCE Hire a maximum-results, minimum-ego writer with expertise in traditional and new media from both the agency and client side.

How I can help you

Enjoy the plug-and-play convenience of everything below:

SKILLS **Big Picture**

- Establish editorial standards; maintain brand voice
- Close collaboration with designers
- Supervision of in-house writers and contractors
- Concept development; brainstorming
- Creative direction, strategy, and project management

Nitty Gritty

- Mobile, interactive, microsites, landing pages, social media
- Short and snappy or in-depth online copy; SEO-oriented
- Scripts for web casts, video, radio
- Print ads, packaging, catalogs
- In-store signage, point-of-sale, trade shows

- SECTORS**
- B-to-C: consumer electronics, high-tech, banking, toys, gaming, apparel, home furnishings, health care, hospitality
 - B-to-B: financial services, biotech, server infrastructure, network security, heavy construction

Why I can help you

16 years of experience add up:

- FACEBOOK** **Senior Content Developer, Contract** Menlo Park October–December 2015
- Small to Midsize Business (SMB) campaign writer handling everything from landing pages, email blasts, and Facebook ads
 - Wrote 60-second video introducing Facebook's new premium-level Blueprint Certification program
 - Ensured copy approval between Legal and chief stakeholders, with a B2B focus
- GOOGLE** **Content Strategist, Contract** San Francisco Summer 2015
- Copywriting and content strategy for Google Brand Studios
 - Part of a pilot initiative to improve email solutions for customers with problems; new structure and content provided concise directions, action steps, and clearer follow-up
- SONY CORPORATION** **Senior Copywriter for Global Content Creation** San Francisco May 2013–April 2015
- Part of a 43-person team charged with a complete overhaul (in 2 years) of the Sony Electronics global site (look & feel, content organization, copy strategy)
 - Turned yawn-inducing tech specs into mouth-watering product benefits
 - Used expertise to improve copy and project processes within a semi-startup environment

ORGANIC, INC.

Senior Copywriter San Francisco 2007–2012

- Extensive content development for financial (Bank of America), technology (Intel), packaged goods (Kimberly-Clark), and retail (Walmart)
- Lead writer on the site enhancement for MoAD (Museum of the African Diaspora)

WELLS FARGO ONLINE

Content Strategist/Copywriter San Francisco 2006–2007

- Content evaluation and repositioning for site sub-sections, especially Education and Taxes
- Established and served as a creative director for a mini internal ad agency, creating banner ads for the new home page. Challenges included high volume (54 ads each quarter), tight deadlines, and liaising with 9 different business units.

WALMART.COM

Senior Merchandise Writer Bay Area 2003–2006

- In 3 years helped the Electronics Department achieve over 400% growth, driving sales from \$46 million to \$189 million in August 2006
- Spearheaded copy redesign; new format adopted across categories
- Invented time-saving Phrase Library and spreadsheets to boost productivity by 30%
- For results-based writing, used SiteCatalyst by Omniture to track online effectiveness of headlines, keywords, and copy

Almost forgot...some awards

Nice to have great work recognized:

Consumer Electronics Show (CES)

Las Vegas 2014

Of the hundreds of new products Sony releases every year, only 8–10 are presented from the podium at CES by Sony's U.S. president and COO; I had written 4 of those.

David Ogilvy Awards

Gold: Financial Services 2010

The Morris Code—Bank of America

Creativity International Award

Silver: Best Consumer Website 2010

The Morris Code—Bank of America

Education / background

Every good writer has a checkered past:

M.A. Courtauld Institute of Art, London, England

B.A. Wesleyan University, Middletown CT

Strategic marketing and web writing courses
Stanford University, SF State, SF City College

Speak Spanish and French
Coordinated multi-language translations

Cleveland Museum of Art, Cleveland OH
Professional museum exhibit designer for 5 years

And a little teaching

Always share what you've learned. Always.

Academy of Art University, SF
Digital copywriting course;
guest lecturer

California College of the Arts/CCA, SF
Foundation course;
guest lecturer for sculpture

Pecha Kucha San Francisco
Presenter on the topic of art and renewal