

PAUL BAKER | SENIOR COPYWRITER

EXPERIENCE

Apple | *Senior Interactive Writer* Sep 2021-June 2022

Short-term contract on the eCommerce team; headlines, concepts for seasonal promotions and direct marketing; digital campaigns, innovative interactive modules, tight instructional copy

Facebook | *Senior Content Developer* 2015

Small to Midsize Business (SMB) campaign writer; handled everything from landing pages, email blasts, Facebook ads, and more

Google | *Content Strategist* 2015

Part of an A.I. bot initiative to improve email solutions sent automatically to customers

Freelance | *Marketing and creative services* Up to present

Comprehensive freelance writing in the Bay Area for agencies, in-house, and individuals; project definition, strategy, execution, UX enhancement

Hitachi | *Senior Content Writer* 2020

Deep B2B addressing clients in Mobility and other sectors; offer As-A-Service resources

Mercury Marine | *Ecommerce ACD/Copywriter* 2017-2018

Created templates, key-phrase libraries, and structure to put up 9,000 items on Amazon in one year; defined strategy and execution; polished UX experiences

Sony | *Senior Writer, Global Web* 2013-2015

Relaunched the Sony Consumer Electronics global site as part of a 43-person team; consistently turned yawn-inducing tech specs into mouth-watering product benefits

Organic Inc. | *Senior Copywriter* 2007-2012

At one of SF's top interactive ad agencies, extensive writing for financial (Bank of America), technology (Intel), packaged goods (Kimberly Clark), and retail (Walmart)

Wells Fargo | *Content Strategist/Copywriter* 2006-2007

Helped establish and served as creative director for a mini internal ad agency charged with producing banner ads for the new home page; content writing for corporate site throughout

Walmart | *Senior Merchandise Writer* 2003-2006

In three years assisted the Electronics Dept. in achieving over 400% growth, driving sales from \$46 million to \$189 million; spearheaded copy redesign; managed two writers

Connected Brands Advertising | *Senior Writer* 1998-2001

For a Bay Area ad agency, wrote advertising, direct response, collateral, promotions, and web content; breathlessly introduced countless ill-fated dot.com companies

SKILLS

- Content strategy
- UX writing
- Concept development
- Brand voice creation
- Email marketing
- Social media marketing
- Responsive design writing
- SEO-optimized copy
- Editorial, copy editing
- Microsoft Suite
- A.I. bot scripts
- Web casts, video scripts
- Print, packaging

CLIENTS

- Intel
- Kimberly-Clark
- PricewaterhouseCoopers
- Norton Security
- PlayStation
- Kensington
- Technicolor
- Ken Burns, The War (WWII)
- Museum of the African Diaspora
- Cleveland Museum of Art
- Camberley Brown Hotel, KY
- BioRad
- Lancaster General Hospital, PA

AWARDS

- Creativity International
- David Ogilvy Award
- AdMark ADDY (Gold, Silver)
- Summit Creative Awards

EDUCATION

- MA
Courtauld Inst. of Art, London
- BA
Wesleyan University, CT