

Larry Hirsch

Copywriter/Marketing Director

B2B & Consumer – DR, Print, Radio, TV, Web

Nutrition • Pharmaceutical • Automotive • Cosmetics • Fashion • Technology • Insurance

Software experience in: Word, Excel, Powerpoint, Quark, Photoshop

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Objective: Seeking an opportunity that allows me to leverage my unique copywriting, marketing, and artistic talents. In addition to copywriting and graphic art skills, I have many years as an advertising salesman and retailer, which I feel gives me great insight into how to promote services and products through my headlines and body copy.

Experience

Feb 2010-Present: Office Depot International Headquarters, Boca Raton

COPYWRITING for product packaging, including furniture lines and all office supply lines. Also responsible for generating names of new products.

Oct 2002– Present: MDR

SENIOR COPYWRITER/Marketing Director for nutritional/skin care company in Sunrise, FL.

- Create, develop, and write all copy for marketing material (brochures, newsletters, ads, etc.). (Almost 100% of the time, I am responsible for conceiving marketing programs and then writing them as well as doing the artwork.)
- Plan and create direct mail catalogs
- Proficient in Quark, Photoshoph, MS Word, Excel, Dreamweaver, Flash.
- Develop total marketing programs, from internet to print.
Have extensive knowledge of SEO (I also design websites in Dreamweaver and Flash).
- Develop link exchange programs and online marketing strategies, write emails blasts and newsletters for informational promotional purposes.

April 2006-Present

PUBLISHER

Started my own high-end interior design magazine as a side business. Write and edit articles as well as doing all the artwork.

June,2000 – March 2002: TWINLAB

COPYWRITER for international vitamin company, Twinlab, Hauppauge, NY.

- Wrote copy for catalogs, sell sheets, Direct Mail, magazine ads, and their web site.

Feb-April, 2000: Cameron Advertising, Farmingdale, NY

Freelance Copywriter for large advertising agency.

Assignments included writing for print media and radio. Types of accounts worked on:

- Automotive

- Business to Business
- Banks

Feb. 1998-Jan.2000: MDR Fitness Corp, Sunrise, FL. (URL: mdri.com)

Senior Copywriter/Marketing Director for large mail order vitamin company. Heavy copywriting for web site. My responsibilities are creating marketing material, designing and writing them. I have extensive print experience, particularly in direct mail literature such as:

- Quarterly health and fitness newsletters (also involves researching medical abstracts for support of claims)
- Product catalogs, nutritional journals, national newspaper & magazine ads, sales letters, brochures, and fulfillment package inserts. Also involved in new product development and brand recognition.
- Wrote scripts for radio advertisements
- Write content for company web site
- Wrote all promotional material (direct response ads and direct mail literature) for Clientele, an upscale skin care line.

1986-1990

PUBLISHER

Started medium-size newspaper. Responsible for ad sales, writing, and editing. Supervised staff of artists, writers, and sales people.

Education:

Hofstra University, Hempstead, NY B.A. Philosophy

1987: Attended School of Visual Arts for Copywriting.

1996: Attended Atlantic Vocational School for Business English

PROFESSIONAL REFERENCES

Stuart Chernoff	954 270-0701
Abel Carlo	954 845-9500
Ed Pol 954	845-9500

