

# LORITUTT

SENIOR COPYWRITER/WEB CONTENT WRITER

COPYTUTT@GMAIL.COM

(817) 798-3954

## WORK HISTORY

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### Senior Copywriter

RR Donnelley (May 2013-April 2015)

*RadioShack*

- Work directly with the client, designers, creative director and account managers to provide creative solutions for packaging, direct mail, POP, special events, public relations and corporate collateral
- Develop RadioShack's brand voice to help drive consistency of message and promote customer relations

### Senior Copywriter/Web Content Writer

Freelance/Contract (April 2010-Present)

- Write compelling copy for websites, emails, direct mail, social media, promotional material, presentation decks and collateral
- Develop guidelines to help identify a client's brand voice

### Copywriter

Numantra (September 2011-March 2013)

*TIGI, Santander/RoadLoans.com, Express Working Capital, Fisher Clinical Services, ManeGait Therapeutic Riding, UnderWater World*

- Wrote copy for multimedia campaigns, including TV, radio, outdoor, direct mail, in-store promotion, social media, online advertising and promotional videos
- Drove brainstorming sessions on conceptual ideation
- Managed content strategy for client websites — from site overhaul to adding social media and blogging features

### Copywriter/Editor

Tribune Media Services (September 2010-September 2011)

*Insight Communications, MediaCom, Suddenlink Communications*

- Served as lead writer for advertising materials, including direct mail, email, presentation decks and collateral

### Associate Creative Director

Javelin (April 2005-March 2010)

*AT&T, AT&T U-verse, KingsIsle Entertainment, TXU Energy*

- Led a team of copywriters and art directors
- Crafted creative, strategic and relevant communications for targeted audiences
- Collaborated with brand strategy, account service and analytics to create direct marketing campaigns — email, landing pages, websites, self-mailers, letters — that generated results

## OVERVIEW

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I'm a highly conceptual, detail-oriented planner and doer. For 15+ years, I have been crafting ideas that exceed expectations. I generate strategies that get results. I create copy that moves a client's business forward. I lead people by understanding their potential. And I encourage creativity along the way.

## ACHIEVEMENTS

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- **Retained millions of dollars in revenue** by proposing, generating and presenting clients with strategic, creative solutions.
- **Improved quality of work and productivity** by mentoring fellow creatives to the point of well-deserved promotions.
- **Saved hundreds of production hours on a project** by implementing a new plan for web content strategy.
- **Kept production schedules on time and within budget** by coordinating team assignments and managing project status.

## SAMPLES

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[www.loritutt.com](http://www.loritutt.com)

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## **Copywriter**

TM Advertising (April 2001-April 2005)

*American Airlines, Bally's Las Vegas, Mariloff Diamonds, Nationwide Insurance, Subaru, Texas Instruments, Texas Tourism*

- Wrote creative, concise and strategic copy across multiple brands for direct mail, interactive and print
- Presented creative to clients

## **Web Managing Editor**

Harcourt College Publishers (Jan. 2000-April 2001)

- Worked with a team of project managers and designers to gather, develop and deliver relevant content for the corporate website
- Facilitated online product sales via content management
- Proofed and edited online content to ensure quality

## **OTHER WORK**

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### **Information Developer**

Gateway, North Sioux City, SD

### **Global Communication Specialist**

Gateway, North Sioux City, SD

### **Editor/Writer**

Aspen Publishers, Inc., Akron, IA

### **Creative Director**

Boyle Marketing Management, Holstein, IA

*Mad Butcher Salsa, John Deere Implement, Mau Marine*

## **MEDIA/CHANNELS**

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- Website Content
- Content Strategy
- Integrated Campaigns
- Emails
- Social Media
- E-newsletters
- Banner Ads
- Direct Mail
- Style Guides
- Newsletters
- News Releases
- Publication Design
- Retail Packaging

## **EDUCATION**

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SEO Copywriting Certification  
SuccessWorks SEO Content  
Institute

Bachelor of Arts Degree  
*English / Mass Communication*  
*Magna Cum Laude*  
Buena Vista University  
Storm Lake, IA

## **REFERENCES**

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Available upon request