

GERRY RINGWALD

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SR. COPYWRITER

PROFILE: A skilled professional **Senior Copywriter** and **Social Media Content Manager** with extensive experience writing engaging and dynamic content for B2B and B2C clients across all distribution channels.

STRENGTHS: Hard working writer, with proven ability to capture each client's distinctive voice and calibrate messaging to maximize market impact (banners to blogs, website to white papers). Create SEO-rich, UX and mobile content in a writing style that is both highly engaging and actionable. Excellent organizational, managerial and interpersonal skills. Works well under tight deadlines. Supervised writing staff on certain assignments. Strong competency in HTML/CSS/CMS formats, WordPress, Adobe Creative Suite, and Microsoft Office.

CONTRACT WORK HISTORY

2008 - PRESENT

Clermont Partners – Chicago, IL
Copywriter

Aug. to Present

Writing new marketing collateral (blogs, articles, brochures, etc.), focusing on ESG (Environmental, Social, and Governance) compliance investment issues and solutions.

Antenna Group – Chicago, IL
Copywriter

Aug. to Present

Writing blogs for various clients, including Michigan Avenue Hearing Health, OrthoIllinois, and Red Star Property Management.

Streng Agency - St. Charles, IL
Copywriter

Apr. – Aug. 2019

Wrote new website content for Truform Equipment, Inc., a precision machinery tool company in Chicagoland.

Jones Lang LaSalle - Chicago, IL
Copywriter

Feb. - Apr. 2019

Wrote various social media blogs for Jones Lang LaSalle's website on real estate issues.

Zoro Tools - Buffalo Grove, IL
eCommerce copywriter

Aug. - Nov. 2018

Wrote category product copy for Zoro's online product catalog, plus added new keywords to enhance the company's SEO and SEM goals and UX and mobile objectives. I wrote L3 intros (13 per day, over 400+), upgraded keywords to increase SEO rankings, and added related categories links. From April to October 2018, the number of Zoro online catalog pages to achieve a Page One Google ranking increased by over 50 percent (from 385 to 790).

Video Parachute - Chicago, IL

Jun. - Jul. 2018

Video Script Writer

Wrote an industrial video script for Ameresco, a renewable energy company in Framingham, MA.

Health Brand Group - Chicago, IL

May - Jun. 2018

Copywriter

Wrote several social media blogs on drug and alcohol addiction issues for the Gateway Foundation, a chain of addiction treatment centers located in the Chicagoland area.

AccuQuote - Wheeling, IL

Feb. 2016 - Mar. 2018

Social Media and Content Manager

Managed all social media, UX writing and mobile postings on Twitter, Facebook, and LinkedIn accounts, focusing on lead generation, branding, and other P.R. initiatives. I also developed and executed content plans, maintained the editorial calendar, and wrote/edited AccuQuote's monthly newsletter. In this role, I also directed the SEO initiative to upgrade the company's web pages (via WordPress) on Google. The team effort increased the company's Google web search presence to a Page One or Page Two ranking (previously most pages were ranked on the 5th to 10th page of a typical Google search). I also wrote emails, UX content, blogs, direct mail pieces, video scripts, e-books, e-brochures, as well as other B2C and B2B marketing and sales collateral.

U.S. Cellular – Chicago, IL

Oct. 2015 - Jan. 2016

Senior Copywriter

Wrote/edited marketing, UX and mobile content, including several product-specific 2015 retail catalogs, and other various retail, sales and marketing collateral.

Kaplan – Chicago, IL

Aug. - Oct. 2015

Senior Copywriter

Wrote/edited marketing collateral for Kaplan's new Professional Education Program and Performance Improvement Program initiatives.

Oakton Community College – Des Plaines, IL

Jun. - Aug. 2015

Senior Copywriter

Wrote/edited catalog content, brochures, articles, flyers and other marketing content for the College.

Ernst & Young – Chicago, IL

May - Aug. 2014

Senior Copywriter

Wrote/edited UX content and B2B marketing collateral for EY's new Audit Transformation microsite. The internal proprietary site informs EY clients of the new digital tools available to improve audit quality.

W.W. Grainger, Inc. – Chicago, IL

Aug. - Dec. 2013

Senior Copywriter

Wrote/edited content for Grainger's UX and Mobile teams, including the new Interaction Content Guide portal, and provided UX messaging guidelines across Grainger's B2B site.

Razorfish – Chicago, IL

Oct. 2012 - Apr. 2013

Senior Copywriter

Wrote/edited UX content, articles, blogs and other social media B2C marketing content for the "Learning Center" section of the State Farm Insurance website.

ACCO Brands – Lincolnshire, IL

Feb. - Aug. 2012

Senior Copywriter

Wrote/edited UX content, brochures, video scripts, web copy and social media content (B2B and B2C) for the Swingline, Wilson Jones and Quartet brands.

Federal Reserve Bank of Chicago – Chicago, IL

Mar. - Oct. 2011

Internal Communications Writer

Wrote/edited internal communications content (newsletters, interviews, blogs, banner ads, articles, video scripts, etc.) for the 7th District (Illinois, Indiana, and Michigan) of the Chicago Fed's intranet site.

Sapient Nitro – Chicago, IL

Nov. 2010 - Mar. 2011

Copywriter

Wrote/edited SEO product descriptions and content for John Deere's various websites.

W.W. Grainger, Inc. – Lake Forest, IL

Mar. - Oct. 2010

Copywriter

Wrote/edited updated SEO content and performing keyword research for Grainger's online B2B catalog, plus upgraded product descriptions for improved online Google search results.

Sears – Chicago, IL & Hoffman Estates, IL

Mar. - Jun. 2010

Copywriter

Wrote/edited SEO content for Sears Home Services initiative, and created new SEO catalog content for over 200 pages on the Sears and Kmart websites, to increase B2C e-commerce traffic.

Safe Harbor Financial - Chicago, IL

Jan. - Feb. 2010

Copywriter

Wrote/edited new website copy and SEO content, specifically highlighting the firm's IRS tax lien expertise and other accounting services, to increase SEO traffic.

Blue Daring – Chicago, IL

Oct. - Dec. 2009

Copywriter

Wrote/edited brochures and web content for St. Augustine College's new educational initiatives, *The School for Professional Development* and *The Institute for Workforce Training*.

AHIMA (American Health Information Management Assoc.) – Chicago, IL

Jun. - Sep. 2009

Copywriter

Wrote/edited AHIMA newsletters and e-blasts to publicize webinars and events for this well-known healthcare professional organization.

OfficeMax – Naperville, IL

May. - Oct. 2009

Copywriter

Wrote/edited content for the 2010 product (B2B and B2C) catalog (print and web). Over 40 percent of the 2009 catalog contained new products and services.

Angel Flight Marketing – Chicago, IL

Feb. - Apr. 2009

Copywriter

Wrote/edited a white paper for the Building Owners and Managers Assoc. (BOMA) of Suburban Chicago and wrote web content, newsletters and brochures for Angel Flight's own website.

B.A. in Communications from the State University of New York at Buffalo.