

FRANCINE SCHWARTZ

Writer/Communicator

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Qualification Highlights

Vast experience in marketing and creative writing for both print and web. Talented brainstormer who has been called upon to help develop integrated marketing campaigns and web site development from the ground up. Have worked with startups, taking on multiple communication roles, to take the company to the next level. Particularly interested in finding a role in a new or evolving company that wants to establish or refine its brand and looking for interesting ways to do that.

Specialties: Web content, articles, interviews, taglines, copy for the spoken word, brainstorming, concept rationale for client presentations, and marketing strategy.

Professional Experience

Senior Copywriter, Extole, Inc., San Francisco, CA, 2011 – December 2012

Wrote copy and default templates for all components of the social promotion and social referral campaigns for this SaaS company's clients. Deliverables included direct response emails, Facebook and Twitter posts, microsites and landing pages. Worked closely with account managers, art director, and graphic designers. Narrated product demos for the website.

- Visibly improved language for client-facing pieces, which subsequently increased customer click-through as verified by analytics.
- Created a copy deck with components essential to all client campaigns, for easy reference and tracking.
- Established a copy style guideline for Consumer to Consumer (C2C) communications—including suggested language for social media channels.

Independent Writing Consultant, 1999 – Present

Conceived and compiled the content for **vinOrganica California**, a mobile app visitors guide to wineries in California that produce their wines from organic grapes. Published by Sutro Media, the app includes winery descriptions, tour information, photos, and more. Awarded 5 *s on the iTunes store.

Corporate clients include:

Groupsave (Pramati Technologies), Mountain View, CA

As part of launch team, wrote website and product copy, video scripts, tagline, client-facing emails, sales presentation and contributed to product and marketing strategies. Wrote and narrated video scripts and online tutorials.

Mindjet, San Francisco, CA

Wrote case studies, articles, web banner copy, training demo scripts, tag lines, email campaign copy, and more. Assisted Global Communications with press releases and blog posts. Narrated product training demos for the website.

Tofu Yu, Berkeley, CA

Created and maintained the company's blog, Facebook, and Twitter posts. Content includes health-related articles and recipes.

Hotwire, San Francisco

Wrote website copy, including banners and special promotions, city and regional descriptions. Updated instructions for making travel reservations.

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(Professional Experience, *Corporate Clients cont'd*)

LeapFrog SchoolHouse, Emeryville, CA

Wrote content for website, which involved analyzing existing print material, editing to make it web-friendly, writing new tag lines, and coordinating efforts with product manager and graphic artist.

PeopleSoft, Pleasanton, CA

Wrote case studies promoting PeopleSoft products and solutions for the company website.

Marketing Writer, Dolby Laboratories, San Francisco, CA, 2005-2009

Developed a variety of marketing deliverables, including print and banner ads, AV presentations, web content, direct mail pieces, and event /trade show signage.

- Co-wrote a new brochure template, introducing an end-user strategy that was subsequently adopted for all technology overviews.
- Developed a new approach to print ads emphasizing the entertainment experience as part of an integrated branding campaign to present Dolby as an entertainment, rather than strictly technology, leader.
- Selected to be part of the Dolby DNA development team, creating a company-wide employee core values initiative—the first ever at Dolby.

Senior Marketing Writer, Autodesk, San Rafael, CA, 2001 – 2004

Wrote copy for a wide range of worldwide marketing deliverables, including product and solutions brochures, web pages, event marketing material, and other written communication for all Autodesk divisions.

- Lead writer for the autodesk.com home page—conceived and wrote home page feature spots.
- Created the winning tagline for the highly successful DWF(Design Web Format) campaign.
- Recipient of two Autodesk Marketing Excelling awards (both for my work on the DWF campaign).
- Contributed to refining the Autodesk voice and editorial guidelines as part of the new Brand Guidelines.

Senior Writer, ICplanet.com, San Rafael, CA, 2000 – 2001

Developed strategy and developed content for the Finance and Work-Life sections of the website—directed to independent consultants and hiring managers. Wrote industry-related articles and promotional emails.

Senior Writer, Healthshop.com, San Francisco, CA, 1999-2000

Wrote product copy and articles for the website, developed promotional emails. Consulted on SEO optimization project.

My **articles, stories, and reviews** have appeared in such publications as *The Pacific Sun*, *Contra Costa Times*, *Pt. Reyes*, *Light*, *Bewildering Stories*, and more.

Other Professional Experience

Voice over talent for radio, television, websites, and film. Clients include Groupsave, Extole, Mindjet, Bank of America, CSAA, Broderbund (*Where in Time is Carmen San Diego*, *PrintShop Press Writer*), Mindscape (*Prince of Persia*), Francis Ford Coppola (*Gardens of Stone*), and more.

Education

Communication Arts, University of Pittsburgh, PA
Multimedia Studies, College of Marin, Novato, CA

Languages

Fluent in French