

## EMILY RANDOLPH

Scottsdale • AZ

EmRandolph@googlemail.com • www.EmilyRandolph.com

480-656-7388 • 203-979-5945

## SUMMARY

Copywriter, editor, published author, and marketing communications' expert with seventeen years of international & domestic experience, an eye for detail, and a flair for creativity. A hands-on, team oriented leader who excels at motivating and encouraging individual growth and development.

## PROFESSIONAL EXPERIENCE

### FOUNDER / CREATIVE DIRECTOR, WORDS FLOW ZONE, 1992–2008

*A Copywriting, Editing, Publishing, & Marketing Communications' Firm*

### Current Engagements/Clients

#### Copywriter:

MxSecure, Scottsdale, AZ

- Whitepapers on medical transcription services for website

Isagenix, Scottsdale, AZ

- Marketing collateral and business based articles for nutrition company

In Home Canine Solutions, MI

- Writing & editing services including:
  - Website content development
  - Press releases
  - Training Guide

GetSquashedWithRoyOllier.com, Scottsdale, AZ

- Web content for new website for professional athlete, Roy Ollier
  - Developed marketing plan, logo & trademark for new product launch
  - Write press releases for events and new launch
  - Created cartoon "stickman" logo for athlete's unique branding; and designed website

**Editor**, new and humorous book on aging by a prominent family psychologist

**Columnist**, Examiner.com

- Scottsdale dog training examiner
  - Provide 3-4 articles/week on all things dog-related in Scottsdale

### Prior Clients/Engagements

**Author**, *Dima's Dog School*, London, UK

- Commissioned writer and co-author of book on dog training. Book reviewed in UK national press (*The Sunday Telegraph* and *The Daily Mail*), as well as a variety of local press and dog magazines

**Editor and Publisher**, *East Valley Lifestyles*, Tempe, AZ

- Managed & edited regional lifestyle publication
- Successfully changed title to reflect new distribution

## **EMILY RANDOLPH**

Scottsdale • AZ

EmRandolph@googlemail.com • www.EmilyRandolph.com

480-656-7388 • 203-979-5945

- Increased publication from quarterly to bimonthly and print-run by 50%
- Directed team of 10 writers, 5 advertising salespeople, & one graphic designer
- Managed all marketing, including trade shows, writing/distributing press releases
- Created 10 editorial departments; and expanded distribution from one city to five

**Editor and Designer**, The Anthony Nolan Trust, London, UK

- Wrote & designed four-color magazine for bone marrow foundation

**Writer**, *Greenwich Magazine*, Greenwich, CT

- Wrote 'personality' profiles on local business people

**Writer**, *Local Matters of Connecticut*, Fairfield, CT

- Wrote dog-related article

**Researcher**, Christel House Foundation, London, UK

- Developed detailed market analysis of Eastern Europe for foundation owned by a Forbes 400 business leader. Travelled to Romania for further research of orphanages and state system

## **Accomplishments**

- Helped launch The Edge on Wellness, a successful new business in Scottsdale, AZ
  - Marketing management for company launch
  - Managed 5 department heads and 40 independent contractors
  - Created company's branding tagline, "The Fusion of Health & Beauty"
  - Wrote and designed all marketing and advertising collateral
  - Managed & developed 'grand opening blitz' campaign through independent PR firm
  - Managed building of website, providing all content
  - Designed and promoted all in-store events
  - Unified and synergized independent contractors to promote business
- Founded the Entrepreneurs' Club of Frankfurt & Hamburg, Germany
  - Supported 150 international women entrepreneurs with networking events and newsletters profiling members
  - Developed marketing plans for clients
  - Provided copy writing & editing services for multi-client research publications
  - Wrote speeches for business leaders
- Served as public relations director & committee member, Shelter Our Strays, Greenwich, CT
  - Built awareness and support for new animal shelter and raised over \$300,000 in seed-money through event marketing
- As committee member for The Anthony Nolan Trust, London, worked extensively on annual multi-million dollar fundraising event
- Created marketing collateral for the famous Bruce Museum, Greenwich, CT

**EMILY RANDOLPH**

Scottsdale • AZ

EmRandolph@googlemail.com • www.EmilyRandolph.com

480-656-7388 • 203-979-5945

**EDUCATION**

Masters Certificate degree in Marketing, City University, Frankfurt, Germany

Masters Certificate degree in Book Publishing, NYU, New York, USA

Bachelor of Arts, Hamilton College, New York, USA