

Charles G. Nussman

Senior Copywriter/Editor

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Qualifications: Creative, multifaceted senior writer with extensive experience in all aspects of marketing and advertising B to B and B to C. Exceptional collaborative and interpersonal skills. Genuine team player with the ability to translate complex ideas into understandable sales concept. Developer of on-target campaigns driven by expressed objectives. Rare combination of award-winning creativity and good business sense. A knack for writing sharp headlines and body copy that both entices and informs, built on the belief that audiences can not be bored into buying products or services. Excellent presentation skills. Adept at building & maintaining client and vendor relationships.

Writing experience includes:

- Newspaper ads
- Trade publication ads
- Brochures & newsletters
- Annual reports
- Websites
- Radio
- Sales sheets
- Public relations
- Direct mail

Professional experience:

November 2007 – Present Medco Health Solutions · Franklin Lakes, NJ

Copywriter, Corporate and Field Marketing

(Contract position obtained via The Creative Group, Paramus, NJ)

Write and help prepare confidential and non-confidential materials in support of the company's sales efforts. Such materials include PowerPoint presentations, internal product briefs, fact sheets, field alerts, and website updates. I have also worked with the company's Creative Resources to write ads and posters, and to provide my opinions on work in progress.

November 2006 – October 2008

Toys R Us · Wayne, NJ

Copywriter, Corporate Marketing

(Contract position obtained via The Creative Group, Paramus, NJ)

Wrote materials in support of customer service, including e-mail templates and website updates. Did catalog copy when that department was understaffed

April, 1978 – October, 2006

Turchette Advertising Agency · Fairfield, NJ

Co-Creative Director/Copy Director/ Vice President

In partnership with my associate, created marketing and advertising for clients in segments that included healthcare, pharmaceutical packaging, pharmaceutical printing, professional sports, electronic business equipment, telecommunications, financial services, and food technology. In addition to retail and trade print ads, broadcast, transit, and point-of purchase materials, wrote direct mail campaigns for a variety of clients; work included direct-marketing brochures, letters, "teaser" postcards, and self-mailers.

Accomplishments:

- Oversaw creative and production departments.
- Successfully completed dozens of projects budgeted in the six-figure range. Never missed a deadline.

- Often worked directly with clients when the assigned account rep or account supervisor was unavailable.
- Acted as the liaison between the creative department and/or the account servicing department and vendors, including photographers, stock-photography houses, printers, and web programmers.

1989 – present

Words to the Wise, Inc. · Westwood, NJ

Owner/President

Freelance advertising writing, studio and location photography, and web design. Completed hundreds of writing and photography assignments since incorporating. Learned (self-taught) Photoshop to provide a value-added service to clients. Current clients include Industrial Controls, Wanamassa, NJ; Colony Hardware Supply, Hartford, CT; CBK Group, Paramus, NJ; McFrank & Williams Advertising, NYC, NY; and Turchette Advertising, Fairfield, NJ.

1968 – 1978

Popular Club Plan · Passaic, NJ

Writer/Editor

Wrote catalog copy for consumer electronics, home furnishings, fashion, bed and bath, photographic and optical equipment, cookware, etc. Edited copy of four other writers engaged in creating the bi-annual catalog and various deadline-sensitive supplements and collateral materials.

1973 – 1983

Fairleigh Dickinson University · Teaneck, NJ

Adjunct faculty member

Taught English literature as a faculty member of FDU's Saturday College, a program for those students wishing to take college credits in a formal but unhurried environment. My course syllabus ranged in content from classical to modern literature. I lectured 2 ½ hours each Saturday per 15-week trimester.

Proficiencies: MS Word, MS PowerPoint, Adobe Photoshop CS2, Adobe InDesign CS2

Portfolio: Please view a portfolio of my writing/photography at www.nussman.com.

Education: Master of Arts, English Literature
Fairleigh Dickinson University, Madison, NJ

Bachelor of Arts, English Literature
Fairleigh Dickinson University, Teaneck, NJ

References: On request.