

Charles G. Nussman

Creative Director/Writer

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- Skills:** I am an award-winning writer that can communicate clearly and concisely. I have successfully written for retail, b-to-b, financial, industrial, health/beauty, entertainment, and other vertical markets.
- As a former creative director for a mid-size ad agency, I actively participated in establishing the direction of marketing themes and in the development of strategic concepts.
- I have a love for the English language and an excellent understanding of its rules of grammar, but I am not averse to breaking the rules when it is appropriate to do so.
- Experience:**
- April, 1978 – October, 2006 Turchette Advertising Agency · Fairfield, NJ
Vice President/Associate Creative Director/Writer
In partnership with my associate, oversaw marketing and advertising for clients in segments that included healthcare and medical, pharmaceutical packaging, pharmaceutical printing, electronic business equipment, telecommunications, financial services, and food technology.
- 1989 – present Words to the Wise, Inc. · Westwood, NJ
Owner/President
Freelance advertising writing, studio and location photography, web design and copy, and marketing consultation.
- 1968 –1978 Popular Club Plan · Passaic, NJ
Writer/Editor
Wrote catalog copy for consumer electronics, home furnishings, fashion, bed and bath, photographic equipment, housewares, etc. Edited the copy of four other writers engaged in creating the bi-annual catalog and supplements.
- Education:** Master of Arts, English Literature
Fairleigh Dickinson University, Madison, NJ
- Bachelor of Arts, English Literature
Fairleigh Dickinson University, Teaneck, NJ
- Affiliations:** National Association of Photoshop Professionals
- Additional skills:** Word for Mac/PC, Photoshop CS for Mac/PC, GoLive for PC, small- and medium-format photography.
- References:** Upon request.