

ANDY PASQUESI

Marketing Strategist, Copywriter

PORTFOLIO

<http://www.andy-pasquesi.net>

EDUCATION

HARVARD UNIVERSITY

June 2004

Cambridge, MA

Bachelor of Arts, magna cum laude

Concentration: English

WORK EXPERIENCE

NATIONAL SAFETY COUNCIL

3/10 - 10/10

Itasca, IL

Freelance Strategist, Copywriter

- NSC 2010 Congress & Expo: developed concepts, planned media and wrote copy for the world's largest annual safety & health event, including the entire 80'x80' NSC Resource Center booth. Total collateral included 30 print ads, 8 flyers, 9 emails and more than 100 informational placards
- Navigator® Safety Management Software: launched new software suite from NSC, including positioning, sell sheets, brochures and print ads
- The Case for Giving brochure: created entirely new messaging and copy for the Development department's primary "leave-behind" piece for prospective corporate sponsors

DEMAND MEDIA

4/09 - Present

Santa Monica, CA

Freelance Journalist

- Wrote editor-assigned articles on popular topics in personal finance, investing and technology

MAGNANI CONTINUUM MARKETING

2/09 - 9/09

Chicago, IL

Freelance Copywriter

- CME Group: created launch campaigns for new contracts (e.g. eMini Gold Futures, eMicro FX Futures) and OTC clearing services (CME ClearPort)
- Marriott: shaped brand positioning and supporting collateral (direct mail, events, print) for several \$100+ million resort properties in Ft. Lauderdale, Orlando and Miami

FOODMIX COMMUNICATIONS

1/07 - 11/08

Westmont, IL

Copywriter

- Coca-Cola: developed B2B print campaigns, wrote online articles for Cokesolutions.com
- Table Craft: developed print campaigns for specific trade publications
- Lactalis: wrote weekly email blasts, banner ads and sell sheets targeting food service operators

VSA PARTNERS

9/04 - 12/06

Chicago, IL

Copywriter

- Harley-Davidson: wrote more than 105 print ads, radio spots, and direct mail pieces for the *HD Ad Planner™*, an online marketing resource for the entire dealership network
- Tishman-Speyer Chicago: wrote print ads for upscale commercial properties as a part of TS Chicago's latest re-branding campaign
- Bell Canada (BCE) Annual Report ('04): wrote Chairman's letter, and "brand value stories" for the 30-page introduction

SKILLS & INTERESTS

Technology: Microsoft Excel, Word, PowerPoint, Outlook; HTML; Flash; Javascript; Python

Interests: Computer science, cycling, Classic Rock