

# Nina Anthoine | Copywriter

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## SUMMARY

Creative professional with 15+ years experience producing consumer and business-to-business direct marketing; in-depth knowledge of customer acquisition & retention techniques and consumer offer testing; quick-study with strong problem-solving skills; self-starter who can manage projects from start to finish and meet tight deadlines.

## EXPERIENCE

*Freelance/Contract Copywriter*

**1996-Present**

Develop creative strategies, write, edit, and often art direct, marketing communications for individual clients. Creative work encompasses direct mail, sales collateral, newsletters, web and digital media.

### Clients have included:

- Blue Shield of California
- The Visiting Nurses Association
- National Energy Systems
- Citibank Financial Services
- The New York Times
- The Taunton Press (Fine Cooking, Fine Gardening and Fine Homebuilding magazines)
- Reader's Digest Health & Fitness Publishing
- Time-Life, Inc.
- Scholastic Children's Entertainment
- Iro Design (fashion & accessories)
- AT&T
- Ryland Home Builders

**Cambium Learning Technologies, Petaluma CA.,**

**August 2006 - March 2007**

*Marketing Programs Manager*

Acted as copywriter, creative director, and production manager for Cambium's print and electronic marketing communications.

- Wrote, researched, and developed creative concepts for biannual catalog, print ads, trade show signage, and product packaging; executed monthly e-newsletter, emails, and web site content
- Hired and supervised freelance graphic designers
- Obtained stakeholder approval on high profile projects

**Barry Blau & Partners, New York, NY / Fairfield, CT.**

**June 1993 - June 1996**

*Senior Copywriter*

Developed creative concepts and wrote direct marketing campaigns for agency clients; contributed to creative strategy briefs and regularly presented work to clients.

Accounts:

- Lotus Software (IBM)
- United Parcel Service (UPS)
- Ziff-Davis Interactive
- MCI Communications

**Reader's Digest Books & Home Entertainment, Chappaqua, NY.**

**Dec. 1990 - June 1993**

*Copywriter II*

Developed, wrote, and managed 100+ annual new customer acquisition and retention direct mail promotions; collaborated with interdisciplinary team to plan campaigns, brainstorm creative ideas, and analyze results for general books, video, music, and continuity series.

**Garland Publishing, New York, NY.**

**May 1988 - October 1990**

*Copywriter*

Wrote marketing promotions for academic and fine arts publisher, including: annual booksellers' catalogs, academic channel communications, conference materials, press releases, and point-of-purchase displays.

## EDUCATION

University of Arizona, Tucson, AZ Bachelor of Arts in Art History and Italian, May 1985  
Tyler School of Art, Rome, Italy, September 1983 to June 1984

## ETCETERA

Caples Award Finalist, consumer and b-2-b (caples.org) \* Strong presentation skills \* Fluent Italian