

Anne Donley
116 Brandon Road
Baltimore, Maryland 21212
(410) 828-1624
annedonley@gmail.com
annedonleycopywriter.com

RELATED EXPERIENCE

Medifast, Inc., Owings Mills, MD (July 2011-June 2012)

www.medifast1.com

Senior Copywriter

As the copywriter for Medifast, it was my job to help increase advertising results for the weight loss and weight management company's three sales channels: Medifast Direct (direct, online selling), Take Shape For Life (sales through personal coaches), Medifast Weight Control Centers (physical centers in business and retail space), and Medifast Medical Providers (sales through your doctor's office or other healthcare providers). This client side position required me to concept, write, and work with web and print designers and executives to deliver effective direct mail, websites, email campaigns, print advertisements, and other communications that sold the Medifast programs and meal replacement products.

Anne Donley, Copywriter, Baltimore, MD (2007-Present)

www.annedonleycopywriter.com

Principal

Clients hire me to deliver creative, response-driven copy for direct response advertising, collateral, business-to-business, email, and internet campaigns. My experience allows me to look at a project from all angles to decide what voice, formats, techniques, and venues will work to deliver the best results—whether the project is one piece, or an entire campaign.

Clients include: CGA Capital, Seawall Development, DC Public Education Fund, GKV Advertising, TBC Advertising, Judith Barker Design, Orange Element, Blakeslee Advertising, and Havit

Euro RSCG Baltimore, Baltimore MD (1998-2008)

Baltimore office of EURO RSCG, a global direct marketing and advertising organization owned by Havas

www.eurorscg.com

Senior Copywriter

As a Copywriter, and then a Senior Copywriter for Euro, I created successful advertising communications for a variety of clients across a wide range of media.

- Developed creative concepts, headlines, and content for direct response, print, web, and some broadcast.

- Delivered desired response for clients representing a variety of industries, including financial, tourism, auto, retail, not-for-profit, insurance, and hospitality.
- Collaborated with art directors, creative directors, account executives, and production specialists to deliver the most effective and cost efficient product to our clients.
- Presented creative work both internally and to clients.
- Involved in branding and rebranding strategy efforts for clients such as Bath & Body Works and NASDAQ.

Clients included: Saab Cars USA, Bermuda Department of Tourism, Chase Credit Card Services, Chevy Chase Bank, Nationwide Insurance, United Way of Central Maryland, Bath & Body Works, Marriott Senior Living, Outback brands, BMW Financial Services, BMW/MINI, Rodale Press and NASDAQ.

Industry Awards: Gold Addy 2006 for BMW USA; Silver Addy 2005 for NASDAQ business to business mailing; Second Place Mobius 2002 and Caples Finalist 2002 for Genealogy.com magazine ads

Freelance Copywriter, Baltimore, MD (1995-1998)

As a full time independent contractor, and then while working as a technical writer for Oracle Systems, I continued my creative work as a freelance copywriter.

- Clients included Brown Capital Investment, Agora Publishing, Willis Carroon insurance brokerage, and various entrepreneurs and design firms.
- My work for Crash Café (a restaurant concept) was featured in *Harper's*, *The New York Times*, *Washington Post*, and *The Baltimore Sun*.

Watermark Press, Owings Mills, MD (1995-1996)

Vanity publisher

Copywriter

As a copywriter and member of the Marketing Communications department at Watermark Press, I was responsible for creating compelling direct mail, print advertising, and public relations copy to sell the company's publications, products, and memberships.

- Researched and created hard driving direct mail and print ad campaigns.
- Researched and wrote special editorial products.
- Worked independently and with graphic designers and company leaders.

Agora, Inc., Baltimore, MD (1994-1995)

Baltimore-based global publishing house driven by direct marketing

<http://www.agora-inc.com/>

Direct Mail Copywriter

As a part of a newly-formed group of direct mail copywriters, I trained and worked directly under the company's owners, well-known direct mail writers Mark Ford and Bill Bonner. This group began as an experiment to see if

internally trained copywriters could beat highly successful freelancers, and was so successful the group now employs copywriters throughout the world.

- Concepted and wrote direct mail materials, including magalogs, bookalogs, inserts, direct mail “newsletters,” and sales letters to sell the company’s newsletter and editorial products.
- Ghostwrote editorial products for doctors, financial, and travel professionals.
- High-pulling controls included the first piece I wrote, a magalog that remained a control for close to two years, and several health inserts.

Image Dynamics, Baltimore, MD (1992–1993)

Public relations agency serving regional and national clients, later acquired by the advertising agency GKV.

Intern/Copywriter

As an intern and Public Relations Copywriter at Image Dynamics, I was responsible for working with the media to promote agency clients.

- Created press releases promoting events, products, and promotions.
- Responsible for contacting and placing efforts with media.
- Worked as part of Image Dynamics team along with a New York agency to brainstorm ideas for promotions and events.

Accounts included Black & Decker Power Tools and Accessories, DeWalt Tools and Accessories, and Baltimore Symphony Decorators Showhouse.

Worthington Design Group, Baltimore (1991)

Small Graphic Design firm in Baltimore’s Mt. Vernon neighborhood.

Copywriter

As a copywriter at Worthington, I created annual reports, print advertisements, and collateral communications for clients in healthcare and education.

Patuxent Publishing, Towson, MD (1989-1991)

One of Maryland’s largest publishers of community newspapers.

Editorial Assistant, Reporter

My work as an editorial assistant and reporter for these local weeklies provided me with many opportunities to learn about local media, develop angles of interest to readers, and sharpen my research, interview, and writing skills.

- Responsible for choosing story leads from press releases and mail.
- Worked closely with editors and writers to develop story material.
- Conducted research, interviewed subjects, and wrote articles.
- Responsible for Police blotter section of *Towson Times* and *The Jeffersonian*.

EDUCATION

3. Anne Donley, Copywriter

Ithaca College, Ithaca, NY

Bachelor of Arts, English and History (graduated 1987)

Minor emphasis in Writing

AREAS OF PERSONAL INTEREST

Fitness, outdoor, health, nutrition, environmental interests, green development, the arts, city life, travel, and food and wine.