

# Holly Bowne

## Write Expressions



Creative Writing \* Copywriting \* Marketing \* Publicity

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### PROFESSIONAL WRITING SUMMARY

Accomplished writer with background in advertising copywriting, marketing, and public relations, as well as articles, essays and fiction work. Excellent editing and organization skills. Approach new assignments with creativity and enthusiasm—managing projects from concept to completion with strong attention to detail.

**Advertising:** National magazine ads, circulars, signs, fliers.

**Marketing/Public Relations:** Brochures, press releases, corporate newsletter articles, web copy.

**Broadcast:** Commercial copy, television promos.

**Publication:** Feature articles, essays, blogs, profiles, fiction.

### WORK HISTORY

*Write Expressions, Owner*

*2007 - present*

Freelance Writer

*1993 - present*

Professional writing projects include: magazine and newspaper articles, profiles, essays, humor, advertising copy, newsletters, brochures, sales letters, press releases, resumes, speeches, web copy, blogs, copy editing and proofreading. Fiction work consists of short stories and children's books.

*David Advertising, Inc., Troy, Michigan*

*1993-1995*

*Full-service recruitment marketing and advertising agency.*

Marketing Specialist

Enhanced Detroit office's new business development by creating marketing products, letters and client retention materials. Assisted in establishing marketing and public relations strategies.

- Worked with team to successfully increase prospective client contacts by over 600% through identification of new leads and establishment of a defined follow-up process.
- Created marketing literature and streamlined the new-lead identification process to obtain maximum response from the prospect base.
- Assisted in generating a 10% increase in new business over a six-month period.
- Wrote the *David Dispatch*, a bimonthly publication, sent to clients and selected prospects, updating them on current information relevant to recruiting in the Michigan market.

**Kmart International Headquarters, Advertising Department, Troy, Michigan** **1989-1993**  
*Retailer with outlets in U.S.A., Puerto Rico, U.S. Virgin Islands, Guam, Canada, Czech Republic, Slovakia, Mexico and Singapore. Kmart sales were \$34 billion in 1994.*

**Editor** (1992-1993)  
**Senior Copywriter** (1990-1992)  
**Copywriter** (1989-1990)

Developed creative copy for national print advertising: circulars, magazines, newspapers, in-store handouts, in-store radio, corporate projects and marketing promotions. Edited all advertising copy for accuracy and compliance with Kmart style as well as local, state and national laws.

- Wrote all creative copy for the 1990 back-to-school marketing program. The six-week event featured sweepstakes, giveaways, national charity tie-ins and in-store events.
- Coordinated and edited all Jerry Baker Master Gardener™ horticulture tips for circulars, newspaper ads and promotional media.
- Lead creative team in developing corporate themes for seasonal marketing programs.
- Wrote and edited *The Ad Connection*, a monthly department newsletter.
- Served as divisional liaison between advertising department and toys/sporting goods division. Interfaced with executive management levels to coordinate accurate advertising copy with upcoming ad layouts, merchandise, pricing and photography.
- Reduced pharmacy department advertising-related errors by 90% through development of standardized copy formats for specific areas of the country.

**WJBK-TV2, Southfield, Michigan** **1986-1989**  
*CBS-affiliate broadcasting in southeast Michigan, the nation's seventh largest television market in 1989.*

**Creative Writer**

Handled creative writing assignments for sales, production and promotions departments. Proposed creative concepts to clients, wrote television commercial and promotional copy. Restructured, wrote and edited weekly company newsletter, *2's News*.

**Shanty Creek/Schuss Mountain Resort, Bellaire, Michigan** **1985-1986**  
*Premiere northern Michigan ski resort and conference center.*

**Convention Services Representative/Intern**

Organized special events, conventions and exhibitions from concept through completion. Assisted in coordinating resort public relations functions. Publicized special events in recorded national radio broadcasts. Participated in competitor analysis for annual resort marketing plan.

**Additional positions held include: Television Programming Assistant, Human Resources Administrator, Literacy Assistant (volunteer), Art Appreciation Instructor (volunteer)**

## EDUCATION

B.A.: Central Michigan University, May 1986  
Major: Commercial Recreation and Facility Management  
Minors: Spanish, Business Administration