

## JENNY BROCK, COPYWRITER

### WORK EXPERIENCE

May 1998 – Present

**Brock's Copy Shop, LLC**

**Principal**

Create consumer and business-to-business advertising, collateral, direct response, branding and Web content for a wide range of industries — restaurant, retail, health care, beauty care, banking, cable, insurance, tourism, telecommunications, homebuilding, publishing, education, automotive, office supply, and more.

June 1992 – May 1998

**F&W Publications, Inc.**

**Copywriter/Senior Copywriter**

Responsible for developing, writing and implementing corporate-wide promotion material for leading publisher of special interest magazines, books and independent-study courses. Position included working with outside creative teams to develop new business packages for circulation promotion, and serving as copy coach for two staff writers.

### COPYWRITING ACCOMPLISHMENTS

- Restaurant direct mail package and offer that generated an overall redemption rate of 24% and an 18% increase in sales
- Two Writer's Digest School direct mail packages that beat the control by **more than 50%**
- Testimonial lift letter for a Writer's Digest School direct mail package that beat the control by 53%
- Voicemail campaign that **performed at 119% of client goal**
- Double postcard for *Writer's Digest* magazine that increased net response by 28%
- *Writer's Digest* renewal effort that **increased revenue by \$15,000** and became control
- Two-page insert for North Light Art School that lifted response 52%
- Sales flyer for newsstand distributor that generated a **53% increase in response**
- Direct mail package for a novel writing workshop that doubled response and became control
- Wireless phone package that produced a **65% profit margin**
- Renewal package for a decorative painting magazine that increased response by 65%
- Renewal series for a woodworking magazine that generated a **75% increase in profit** over sweepstakes control
- Direct mail package for a painting workshop that beat the control by 26%
- New lift letter and outer for a novel writing workshop control package that **increased gross response by 77%**

### PARTIAL CLIENT LIST

#### AGENCIES

Buchanan & Associates  
Clay Creative Group  
The Creative Department  
Exsel Advertising, Inc.  
Fahlgren  
Frequency Marketing, Inc.  
GJP Advertising  
IN Line Productions  
Kucia and Associates, LLC  
Leggett & Platt, Inc.  
McMillen Creative, LLC  
Northlich  
RED  
Richards Group, Inc.  
Strata-G Communications  
Sullivan Direct  
WonderGroup

#### AGENCY ACCOUNTS

Antioch University McGregor  
Bath & Body Works®  
Campbell's®  
Champion®  
Chiquita®  
Cincinnati Bell<sup>SM</sup>  
The Columbus Foundation  
Comcast  
CompUSA®  
Cracker Barrel®  
Drees Custom Homes  
Eddie Bauer®  
First Security Trust Bank  
Hanes®  
Hershey Foods Corporation  
Holiday Inn®  
The Home Depot®  
HomesThatClick  
La Quinta®  
LaRosa's<sup>TM</sup>  
Limited Brands  
Lowe's®  
Office Depot®  
OhioHealth  
Ohio Travel and Tourism  
Omega Executive Healthcare  
Procter & Gamble  
Red Roof Inns®  
Sherwin-Williams®  
T.G.I. Friday's<sup>SM</sup>  
Time Warner Cable  
Verizon  
Wal-Mart®  
Welch's®  
Wendy's® Championship for Children<sup>TM</sup>

#### JENNY BROCK

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### INTERACTIVE FIRMS

Emerging Marketing  
GNS Partners  
HyperDrive Interactive  
HyperQuake  
Possible Worldwide  
ViewSource Media

### DESIGN FIRMS

Bing Design  
Design Resource Center  
Insignia Design Associates  
Ionic Communications Group, Inc.  
Londor Associates  
Lipson Alport Glass & Associates  
LPK Design  
Modern Design & Illustration, LLC  
Parkey Design  
Salvato, Coe + Gabor Associates

### PUBLISHERS

F&W Publications, Inc.  
The McGraw-Hill Companies  
The National Underwriter Company  
South-Western Publishing  
ST Media Group International, Inc.  
*STEP inside design* Magazine

### BUSINESSES

Alliance Data Systems  
Anthony Law Offices, LLC  
Better Business Bureau®  
Bliss Salon & Spa  
Cables To Go<sup>TM</sup>  
Camden Homes  
Capital Partnerships, LLC  
Cintas  
CORT® Furniture Rental  
Dublin Arts Council  
EarthShades Mulch Colorants  
Engage Public Affairs  
Forethought® Financial Services, Inc.  
Gentle Dental Care  
GOJO Industries, Inc.  
Healthy Advice® Networks  
The HoneyBaked Ham Company<sup>TM</sup>  
Irvin Public Relations  
Junior Library Guild  
The Marketing Insider  
Miami Systems Corporation  
Nationwide®  
Newport Aquarium  
United Air Specialists<sup>TM</sup>  
Vincent Direct

### EDUCATION

Ohio University, Athens, Ohio  
B.S. Journalism, magna cum laude