

LORI BENJAMIN, M.A.

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CONTRACT WRITER

JANUARY 1999 - PRESENT

Work as a freelance marketing copywriter and editor for agencies, start-ups and Fortune 500 companies. Partial client list: MessageLabs, Software Spectrum, InVerge, Comp USA, Bell Helicopter, Temerlin McClain, Rapp Collins Worldwide, Menus.com and JC Penney.

- Corporate communications (letters, speeches, white papers, brochures, technical datasheets, sales guides)
- Traditional marketing (direct mail, radio, catalogs, print advertising)
- Online marketing (e-mail, banner advertising, flash demos, Web site promotions)
- Web site development (content architecture, writing and maintenance)

Responsibilities:

- Collaborate with creative teams and marketing strategists to deliver projects on time and within established budgets
- Establish and maintain consistent style guidelines
- Maintain brand consistency across multiple communication vehicles

COPY EDITOR AND WRITER, NEIMAN MARCUS DIRECT

OCTOBER 1996 - MAY 1998

Worked with buyers, creative directors, graphic designers, and marketing and production personnel on catalog and other direct mail projects for Neiman Marcus and Horchow fashion and home décor catalogs.

References available upon request.

Online portfolio at www.loribmedia.com