

STU SILVERMAN, M.A.

Copywriter / Marketing Communications Specialist

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EXPERIENCE

Freelance Copywriter

Sept 2008 - Present

Available to write web copy, promotional emails, advertising, brochures, direct mail, articles, press releases, etc., and for proofreading and editing. Current and recent clients include Home Energy Team, RESNET, Contractors.com, Rock The Stars and Ontario Arts Council.

Contractors.com

Communications Director • Oct 2004 - Sept 2008

In charge of all communications for U.S.-based contractor matching service.

- **Wrote all correspondence** with member contractors and homeowners for various promotions and marketing initiatives.
- Wrote all copy for the company website.
- Consulted on the **design and usability** of the website, and tested site effectiveness.
- Wrote articles that provide advice on a variety of home improvement topics.
- Devised and implemented a **search engine optimization strategy**.
- Wrote the weekly home improvement **advice column**, Ask Contractors.com, for the **Washington Examiner** and **The Connection** newspapers.
- Organized and wrote the majority of the monthly newsletter to contractors.

Sabbatical

July 2003 - Oct 2004

I spent over a year on sabbatical, travelling, exploring, collecting new experiences and learning new skills.

- Explored the Mayan ruins in Mexico, Belize and Guatemala.
- Co-wrote, acted in and filmed a TV pilot for The Ad Critics.
- Conceived, produced, directed and submitted two films to the One-Minute Film Festival.

BBDO/Proximity Canada

Advertising/Interactive Copywriter • Apr 2001 - July 2003

Wrote advertising, web and direct marketing copy for brands such as **Pepsi**, Diet Pepsi, **Campbell's Soup**, Sears Club, **7UP**, Ontario Tourism, **United Airlines**, Rogers Media and many more. Presented creative work to internal and external clients.

- Spearheaded the development of copy for the highly successful, **award-winning** Diet Pepsi Taste Challenge: The Home Version.
- Wrote new copy for the **Campbell's Soup web site** on a monthly basis, including Kay's Corner, a seasonally-themed advice and recipe column by a fictitious suburban mom.
- Wrote, periodically revised, and re-wrote Pepsi's web site to include the latest contests and promotions, such as the famous **Pepsi Taste Challenge**.
- Developed creative concepts for monthly inserts into Sears Club mailings to **millions of recipients** across Canada.
- Wrote many of the feature articles for the Silver Wings Plus Member Report, the bi-monthly newsletter for United Airlines' 55+ loyalty club.

2 Dimensions Advertising by Design

Advertising Copywriter • Jan 1999 - Feb 2001

A full-service boutique ad agency where I gained experience in a broad range of tasks, including writing advertising, direct, advertorial, sales and web copy for clients such as **D-Link**, Cars4U.com, **Ecruter**, Amer.com, Deucalion and Arvin Ride Control.

- Contributed articles to the **award-winning Link magazine** for hi-tech client D-Link, and acted as chief editor for one edition.
- Took charge of, and wrote the vast majority of a **Toronto Star** advertorial section to launch innovative online auto retailer, **Cars4U.com**.
- Headed the entire advertising campaign to re-brand Arvin Ride Control's RydeFX snowmobile shocks as a serious competitor in the marketplace, and subsequently to sustain their new-found popularity.

EDUCATION

University of Windsor

M.A. in Social Psychology • Sep 1994 - Apr 1998

York University

Honours B.A. in Psychology • Sep 1990 - Apr 1993