

6069 Claremont Ave.
OAKLAND, CA 94618

Jeffrey Abrahams
Senior Copywriter

PH: 510.658.2209
CELL: 510.410.5777
jeffabra@pacbell.net

Skills Overview

- **Copywriter for Corporate and Internal Communications, Marketing, Online-Direct-General Advertising:**
Seasoned professional with a proven combination of creative and strategic expertise. Extensive experience creating and writing customer-facing communications (especially website content) and internal communications, employee benefits communications, marketing/advertising (online, mini-sites, interactive, email, banners, and traditional direct mail), traditional print and broadcast advertising, company newsletters (online, print), sales collateral, promotions, merchandising, in-house educational materials, branding programs, community affairs, and public relations communications.
- **Project Management:** Experience managing a wide variety of projects with different clients simultaneously. Comfortable making presentations and articulating strategy and rationale behind creative work.
- **People Management:** Experience working with other creative professionals and inspiring high-level performance among cross-functional teams. Enjoy working collaboratively with account managers, art directors, web designers, brand managers and account planners. Served as intermediary between in-house departments. Have managed creatives at ad agencies.
- **Client Relations:** Skilled at external and internal client management.
- **Journalist:** Staff writer for The Los Angeles Times and Oakland Tribune and freelance author of articles on a variety of subjects including first-person columns. Author of business book. Blogger.
- **Very Strong Creative Thinker:** Skilled at generating multiple creative concepts quickly. An exciting, original, versatile, inventive writer who inspires and motivates those around him. Keen visual sense.

Creative Expertise

- **External and Internal Communications/Marketing/Advertising:** Experience in all aspects of external and internal corporate communications. Specialist in online marketing for branding, customer acquisition, retention, awareness, cross-selling, and education. Online experience includes website content, emails, banners, newsletters, user experience, and in-house Intranet content.
- **Print:** General advertising space ads, printed collateral in all formats (long and short copy), brochures, letters, newsletters, sales kits, point-of-purchase, training, and incentive materials.
- **Merchandising:** Both tangible packaged goods and intangible consumer services.
- **Educational materials:** Customer and in-house education and training materials to support newly launched and reinvigorated products and services.
- **Branding continuity:** Experienced in sustaining brand voice and extending it across different media, using different writing styles, to diverse target audiences.
- **Strategizing and concepting:** Seasoned strategist with proven ability to conceive of and execute creative concepts that fuel effective solutions, within budget and on time.
- **Contest entries:** Experienced writing content for professional competitions for corporate recognition, creative excellence, and outstanding achievements.
- **Industry focus:** Banking and financial services, technology, packaged goods, food & wine.

Professional History

Freelance copywriter (February 15, 2016-Present)

- Online marketing, advertising, internal and employee communications
- Emails, banners, jump pages for PayPal targeted at small business customers
- Newsletters and journalism

Wells Fargo Bank (June 16, 2013-February 12, 2016)

Copywriter (FTE) – Digital Channels Group

- Copy for Wells Fargo public-facing website and “WIB” or website for customers after they log on
- Responsible for creating outbound emails, banners, jump pages, and website content about products and services for small business and consumers
- Creative concepts for promotions, sweepstakes, events, brand promotions

Federal Reserve Bank of San Francisco (February 19-June 1, 2013)

Senior Communications Consultant (FTE, copywriter)

- Internet and Intranet copy about the Cash Product Office of the Federal Reserve
- Internal communications reports
- National marketing campaigns of Federal Reserve Bank consumer-facing initiatives

Union Bank (March 5, 2012-January 8, 2013)

Copywriter – Internal Communications (Contractor)

- Intranet content about company news, policies, and programs

Salesforce.com (December 2010-October 31, 2011)

Copywriter – Internal Communications (Contractor)

- Website and Intranet content, employee emails, copy for presentations, social networking content
- Promotion of “Chatter” social media SaaS product
- Copy for employee rewards & acknowledgment programs
- Co-wrote company’s entry in the *Fortune Magazine* “Best Companies To Work For” competition

Freelance Copywriter (April-December 2010)

- Bank of the West (Intranet content)
- Sharecare (healthcare website content)
- Sylk Cellars Winery, Napa (website content, collateral)

Wells Fargo & Company (July 2007-April 2010)

Writer (FTE) – Internal Corporate Communications Copywriter, Team Member Marketing

- Copywriter within Corporate Human Resources in the creative agency-modeled, internal communications group called Team Member Marketing (TMM).
- Provided creative leadership in the development, writing, and execution of award-winning internal communications, and human resources communications.
- Wrote Intranet content, banners, jump pages for *Teamworks* (company Intranet), Team Member Announcements (emails), HR Communications (emails), and employee benefits content for various sections of *Teamworks*.
- Responsible for editing Intranet content using Vignette Web Content Management (WCM) software.
- Creative concepts and content for Annual Benefits Enrollment and Community Support Campaign (website, emails, print, direct mail, banners, promotions).
- Contributor to company in-house *Diversity* newsletter.

Freelance Copywriter (June 1997-July 2007)

Website content, email messaging, banners, interactive advertising, online newsletters, direct mail, print advertising, sales collateral, and catalog copy for:

Wells Fargo Bank	Olivegarden.com	Pacific Gas & Electric	AAA (CSAA)
Barclays Global Investors	Lipton.com	Silicon Graphics	Alta Bates Med Ctr
Charles Schwab & Company	Salesforce.com	Veritas	Leapfrog
Bank of America	Walmart.com	Pacific Bell Internet	Williams-Sonoma Catalog
Union Bank of California	Oracle	Peet’s Coffee	Robert Mondavi Winery
Fleetbank Boston	McAfee (Network Assoc.)	Gilroy Foods	Beaulieu Vineyards
Wachovia Bank	Sun Microsystems	Dixie Paper	Beringer Winery
Visa International	Autodesk	Driveway.com	Meridian Winery
Visa USA	Adobe	Safeway.com	Fetzer Winery
Bank of the West	Microsoft	StubHub	Wolf Blass Winery
	Intuit		

Ketchum Direct Advertising, San Francisco, CA (1991-1997)

Vice President, Senior Copywriter

- Provided creative leadership in the development and execution of award-winning direct advertising for consumer and business-to-business target audiences. Responsible for creative execution of strategies for customer acquisition and retention programs.
- Traveled extensively to interview clients’ customers nationwide to develop greater understanding of customer needs and attitudes.
- Wrote the agency’s business development collateral.
- Participated in the industry’s earliest implementations of interactive marketing.

Accounts:

Bank of America	Southwestern Bell	Pacific Bell Internet	Kikkoman
Strong Mutual Funds	Beef Industry Council	Robert Mondavi Winery	Ciba-Geigy

Ogilvy & Mather Direct Advertising, San Francisco, CA (1989 – 1991)
Senior Copywriter

The Los Angeles Times (1987 – 1988)

Promotions Coordinator, Senior Copywriter

Internal communications, marketing, advertising, journalism, contributing journalist

Oakland Tribune, Oakland, CA (1982-1987)

Marketing Copywriter, Creative Coordinator, Journalist

Internal communications, marketing, advertising, employee benefits, contributing journalist

Education

University of Iowa Writers Workshop, Iowa City, IA MFA Creative Writing
Miami University, Oxford, OH BA English

Publications

Book: The Mission Statement Book: 301 Corporate Mission Statements from America's Top Companies
(1995, Ten Speed Press, Berkeley, CA; 2nd Ed. 2000, 3rd Ed. Spring 2007)

Newspaper and magazine articles: San Francisco Chronicle, Los Angeles Times, Oakland Tribune, Orange County Register, Cleveland Plain Dealer, Denver Post, York (PA Dispatch), AAA Magazine, Northwest Airlines

Recent Awards

MarCom Awards

- 2010 Marketing/Promotion Campaign Social Responsibility, Platinum Award, Wells Fargo Community Support and United Way Campaign
- 2008 Marketing/Promotion Campaign, Internal Benefits, Gold Award for Wells Fargo & Company 401(k) Plan Promotion

International Association of Business Communicators

- 2009 Gold Quill Award, Award of Excellence, Wells Fargo Annual Benefits Enrollment
- 2009 Gold Quill Award, Award of Excellence, Wells Fargo Community Support and United Way Campaign

Ragan Communications Excellence Awards for Employee Communications

- 2009 Awards (2) for Annual Benefits Enrollment Campaign and Community Support Campaign.

I have also won national and regional awards for direct marketing and general advertising campaigns at Ketchum Advertising, Ogilvy & Mather Advertising, the Oakland Tribune, and other employers.