

CLAUDIA LONG

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Strategic Communications

Consultant/Writer

Current

Drawing on 20 years' experience in branding, advertising, marketing and promotion, I currently work with clients to help them develop stronger brands, create and maintain relationships with customers and develop programs and promotions that increase traffic, sales, and market share.

Brand Buzz

Associate Creative Director

2002–2006

Developed and executed viral communication strategies and materials for promotional product events. Developed advertising and PR pieces in both traditional (print, direct mail, radio) and new media for diverse range of clients (e.g., HBO, Burt's Bee's, Sunkist). Executed US rebranding of Twinings Tea. Wrote and edited online features on new technology; and created print and online materials for US launch of upscale electronics brand LG.

The Lord Group

Associate Creative Director

1999–2002

Created broad array of marketing initiatives (TV, radio, direct mail, radio and online), with Verizon as primary client.

The Chapman Agency

Senior Copywriter

1996–1999

Projects in TV, direct mail, radio and print media for American Express, AT&T Long Distance, Digital Computers, Showtime and others. Won a John Caples International Award (for b2b radio and consumer TV) and a national Effie ("Ideas That Work") award (for most effective direct mail) for a US Postal Service campaign.

Rapp & Collins

Senior Copywriter

1993–1996

Handled advertising and promotion for clients including Clairol, British Airways, Showtime, and Condé Nast magazines.

Book of the Month Club

Associate Creative Director

1992–1993

In charge, with art director counterpart, of editorial newsletters, acquisition and retention mailings, and print advertising for all BMC clubs, each with a distinct brand and voice. Won a Caples award for launch of Quality Paperback Book Club.

Time, Inc.

Senior Writer

1989–1992

Produced advertising and promotional material for all titles in the franchise (which, at the time, included Time, Life, Fortune, People, Sports Illustrated, Discover, Working Mother, Entertainment Weekly).

New York University

Writer/Account Manager

1988–1989

Created and executed alumni and donor relationship materials, including gift appeals, announcements, and articles for publication; also produced broad array of student recruitment materials for Tisch School of the Arts and Stern MBA program.

The Village Voice

Promotion and PR Manager

1985–1988

In charge of PR and promotions for the nation's oldest alternative news and culture tabloid ("Some people swear by us ... some people swear at us.") Pitched Voice stories to other media and succeeded in raising the Voice's profile as a more mainstream venue for higher-spending advertisers. I also co-produced the Obie awards, and created all the editorial, advertising and circulation promotion efforts.