



Susan Klass • Sarasota, FL/Los Angeles, CA

Summary

Creative, detail-oriented, deadline-beating copywriter with 20 years of experience in the industry. Enjoying 10+ years as a work-from-home freelancer with clients ranging from national homebuilders to major entertainment brands.

Experience

Susy Klass Freelance—Sarasota FL/Los Angeles, CA

2001–Present

Create original, on-point content for digital and print communications. Specialties include website content, print ads, press releases, DVD covers, blogging, radio spots, proofreading, and editing. Provide pro-bono writing for Georgia-area animal shelter.

Pictage—Torrance, CA

2010–2011

Crafted digital and print messaging for professional photographers and consumer marketing projects.

- Named and created content for a customizable product-marketing tool, which increased clients' sales by 15%.
- Re-worked "Lifecycle" email content to reach targeted audiences. Lifecycle emails drove 75% of the company's annual revenue.
- Contributed to company rebrand with tone/identity proposals, supporting copy, and presentation.

Weston Mason Marketing—Santa Monica, CA

2006–2008

Interpreted clients' goals and crafted content accordingly. Developed a versatile style to meet each project's unique brand identity. Clients included real estate builders, non-profit organizations, and environmental products.

- Marketed new homebuilding projects in Southern California through brochures, direct mail, print ads, websites, and radio spots.
- Crafted website copy for the non-profit "HomeAid" organization to elicit response, support, and compassion from local Ventura/Los Angeles residents.
- Earned two Élan Award finalist distinctions for real estate community brochure and website.

Saatchi & Saatchi—Torrance, CA

2000–2001

Created original digital copy for Toyota.com's Highlander, Matrix, Tundra, and Sienna vehicles.

- Partnered with art director to produce unique kiosk to kick off the Matrix debut at the Detroit and Los Angeles Auto Shows.
- Crafted all national, digital copy for Toyota Highlander and Sienna vehicles.
- Created P.O.P. for select Toyota dealer projects.

J. Walter Thompson—Detroit, MI

1997–2000

Created concepts and copy for White Castle, Ford, and the Ford Force/Susan G. Komen.

- Sole Copywriter for the award-winning White Castle website.
- Earned Gold Caddy Award for White Castle website.
- Developed and produced radio spots and print advertisements for national Ford campaigns.

Education

B.A. in Creative Writing, Western Michigan University
Creative Writers Workshop, Bennington College



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