

PAUL BARNHILL

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Communications / Marketing Content Copywriter

SKILLS SUMMARY

A versatile communications content writer who promotes a diverse range of organizations, products, and services in all digital, print, and broadcast media for internal or external audiences. I work independently as a specialist, or collaborate as a team partner to develop each creative project from strategy, to concepts, to plan execution. I effectively apply consistent creative content writing in multiple channels —

- Website copy
- Online & print articles
- Marketing materials
- Speeches
- Digital newsletters
- Direct mail
- Corporate messaging
- Social media
- Web video scripts
- Email blasts
- Print ads
- Broadcast ads
- Research reports / Case studies
- Employee Communications
- Company Intranet Content
- PowerPoint presentations

- I highlight the unique characteristic of a product, service, or organization that sets it apart.
- I grab the attention of readers with unusual headlines and subject lines that create curiosity.
- I distill complex information into clearly organized and easy to understand “bite-size” bits.
- I write with the voice and tone of a person instead of a corporate entity.
- I craft stories to capture strong reader interest and strike with emotional impact.

EXPERIENCE

Communications / Marketing Content Copywriter

BCC Nashville

2-½ Years (May 2016 to Present)

Freelance copywriting for a variety of client and product categories as diverse as electric guitars, deli salads, hot tubs, and healthcare. I demonstrate the skills, experience, and ability to adapt to new industries, brands, and business strategy initiatives. I work to develop ideas for creative media content in —

- Web video scripts
 - Website text
 - Email communications
 - Broadcast ads
 - B2B collateral
 - Print ads
 - Marketing materials
 - Speeches
- Conceived and executed digital, print, and radio campaigns for Gibson Guitar aimed directly at men in mid-life who might otherwise purchase a motorcycle or sports car to recapture their youth and virility. Contributed to sales increases of 28% that led to extended backorders, requiring the company to add a 2nd shift at the Gibson plant.
 - Improved perceived value and brand positioning for Morgan Spas by writing copy and managing production of a behind-the-scenes web video that displayed hand-craftsmanship and durable construction at their jacuzzi manufacturing facility.
 - Implemented a public relations campaign for Agape Children’s Services by speechwriting and speaking to audiences across Middle Tennessee. Recruited more than 150 foster parents and increased annual pledge revenue by more than \$500,000.00.

Communications / Marketing Content Copywriter

BROOKDALE SENIOR CARE Brentwood

2 Years (July 2014 to May 2016)

At the in-house agency for Brookdale, a Fortune 500 corporation with the nation’s largest network of 1,100 senior care communities, I created print and digital written communications content in multiple internal and external media channels —

- Website copy
 - Print Ads
 - Email blasts
 - Direct mail copy
 - Marketing materials
 - Digital & print articles
- Research, interviewing, writing, and editing all article content for print and online issues of Brookdale’s *Optimum Life* magazine showcasing engaging inspirational stories of remarkable resident accomplishments from across the country.
 - Enhanced SEO in the meta header title, description, and body copy for our senior facility web pages by adding statistically top-10 ranked keywords used in senior living searches by prospects. Incorporated those keywords naturally into personable language.
 - Earned widespread praise for writing skills from team designers, art directors, marketing directors, and creative directors.

Marketing Content Copywriter

ABINGDON PRESS / COKESBURY Nashville

8-½ Years (January 2006 to June 2014)

Writing digital and print creative content at the in-house agency for this publisher and retailer of religious books and media. I collaborated with team members to produce —

- Website copy
- Email blasts
- Editorial copy
- Print and digital catalogs
- Print Ads
- Direct mail campaigns
- Brand messaging
- Marketing collateral

- Hired to help the Creative Services Department team transform our strategy from using an advertising style tailored for wholesale distributors into an engaging consumer-oriented retail style.
- Frequently selected by the Creative Director for critical copywriting initiatives for new product introductions, top-performing product lines, and catalog editorials. My writing and creative concepts earned praise from company execs at all levels including the CEO.
- Assigned to effectively manage multiple projects with tight turnaround in a fast paced environment. Consistently hit all production deadlines.
- In spite of continuing reduction of the denominations we served, our 2012 sales revenue growth exceeded the previous year by \$2.2 million, followed by 2013 business revenue of \$62,774,665.00, which surpassed 2012 sales by \$1.3 million.

Crisis Response Communications Writer

AMERICAN RED CROSS Nashville

1 Year (August 2005 to August 2006)

Three days after Hurricane Katrina, I was selected for a 6-month freelance project (plus a second 6-month contract) to produce and execute digital disaster response communications for recruitment, support, and coordination of volunteers for our evacuation shelters. Responsible for internal and external communications tasks, including –

- Writing copy for solicitation email blasts that increased our Middle Tennessee disaster response volunteers by more than 8,000.
- Creating PowerPoint presentations for volunteer recruitment, engagement, and training.
- Writing content on tight deadlines for email newsletters designed to urgently and effectively mobilize volunteers to fill service needs at evacuee centers.

Intranet Corporate Communications Writer

SHOP AT HOME TV NETWORK Nashville

5-½ Years (December 1999 to July 2005)

At the in-house agency for this home shopping TV network, I spearheaded a new position responsible for research and writing white papers and market analysis reports on our competitors. My internal audience included the CEO, COO, Chairman, Board of Directors, VPs, product managers, and other leadership staff across multiple departments. I drove change in my role as a “reporter” to provide answers to the key question: How do competitor networks achieve 10x greater sales productivity than we do?

- Analyzed broadcast and website media content from our three competitors, reviewing: brand development, sales performance, show host presentations, product mix, pricing, new product introductions, direct mail, and email marketing campaigns.
- My work successfully discovered key factors to help us understand why each TV network produced stronger or weaker sales performance.
- Accurately predicted successes and failures of new shows. Tracked business trends and deciphered competitor moves. Devised and proposed a plan for our strategic response.
- Tasked to create, develop, and manage a library of intranet site content to provide a knowledge base of competitor intelligence to company management, employee teams, and our Board of Directors. Authored and published internal digital newsletters.
- In a partner role, I interacted with executive teams in departments all across the company to learn their needs and execute requests for the competitor information they wanted most.
- Produced online coaching on effective competitor on-air sales methods to help support our team of producers and show hosts. My digital instructional content on our intranet site included broadcast transcriptions, analysis, TV screenshots, and web video.

EDUCATION

BACHELOR OF SCIENCE DEGREE — COMMUNICATIONS / Bible

- Oklahoma Christian University, Oklahoma City — “Magna Cum Laude”

POST-GRADUATE COURSE WORK — COMMUNICATIONS

- Central State University, Oklahoma City
- Software Training – Mac and Microsoft Office applications including Word, Excel, PowerPoint, Adobe InDesign, WordPress, and Quark

HONORS & ACTIVITIES

- Who’s Who in Advertising (from Who’s Who in America - Marquis/MacMillan Directory)
- Member – SCIP: Society of Competitive Intelligence Professionals
- Speechwriting & Public Speaking
 - 1st or 2nd place awards in eight university speech tournaments.
- Social Media – Created and administered a Facebook Group page for Second Harvest Food Bank.