

# PAUL BARNHILL

Digital, Print, and Broadcast Portfolio: [www.PaulBarnhillOnline.com](http://www.PaulBarnhillOnline.com) • Profile: [www.Linkedin.com/in/PaulBarnhill](http://www.Linkedin.com/in/PaulBarnhill)  
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## Communications / Marketing Content Copywriter

Greater Nashville Metro Area

### SKILLS SUMMARY

A versatile communications content writer who promotes a diverse range of organizations, brands, products, and services by telling their compelling stories in all digital, print, and broadcast media channels to internal or external audiences. Works independently as a specialist or collaborates as a partner with team members. Develops creative copywriting projects in each step from strategy, to concepts, to plan execution.

#### Demonstrated competencies:

- \_\_\_ Highlights the unique characteristic of a product, brand, service, or organization that sets it apart.
- \_\_\_ Grabs the attention of readers with unusual headlines or subject lines that create curiosity.
- \_\_\_ Distills complex information into clearly organized and easy to understand “bite-size” bits.
- \_\_\_ Writes with the voice and tone of a human instead of a corporate entity.
- \_\_\_ Crafts stories to capture strong reader interest and connect with emotional impact.

### MEDIA UTILIZED

Uses Mac, Microsoft Office, and Adobe software tools including Word, Excel, PowerPoint, WordPress, and Adobe InDesign for writing –

- Website copy
- Online & print articles
- Marketing collateral
- Speeches
- Digital newsletters
- Direct mail
- Public Relations
- Social media posts
- Web video scripts
- Email blasts
- Landing pages
- Infographics
- Research reports / case studies
- Employee Communications
- Company intranet content
- Print & broadcast advertising

### INDUSTRIES

- Healthcare
- Food
- Lifestyle
- Retail
- Entertainment
- Nonprofit
- Publishing
- Senior Living

### EXPERIENCE

#### Communications / Marketing Content Copywriter

BCC Nashville

4 Years (May 2016 to Present)

*BCC: A solo freelance copywriting practice.*

Copywriting for a variety of client and product categories as diverse as electric guitars, deli salads, hot tubs, and healthcare. Demonstrates the knowledge, professional skills, experience, and creative ability to adapt to new clients, industries, product brands, and strategic business initiatives. Develops ideas for engaging messaging content for internal or external audiences. Crafts unique relevant stories for each client in all digital, print, and broadcast media platforms ranging from short-form email ads and social media / blog posts, to long-form articles, web copy, and related collateral.

- Conceived and executed national digital, print, and radio marketing campaigns for Gibson Guitar that effectively targeted 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.
- As a “reporter,” improved perceived value and brand positioning for Morgan Spas by writing copy and managing production of a behind-the-scenes web video from inside their jacuzzi factory to tell their story of hand-craftsmanship and durable construction.
- Implemented a public relations campaign for Agape Children’s Services by speechwriting and personally telling engaging stories of adoption 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)

*Brookdale: A Fortune 500 corporation with the nation's largest network of 1,100 senior care communities.*

Copywriting print and digital story content within their in-house agency for multiple internal and external media channels.

- Research, interviewing, writing, and editing all article content as a “reporter” 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 excellent reviews 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)

*Abingdon Press / Cokesbury: A national publisher and retailer of religious books and media.*

Created print and digital marketing communications content on staff at their in-house agency for projects in multiple media channels.

- Hired to help the Creative Services team transform our strategy from using an advertising style tailored for wholesale distributors into an engaging consumer-oriented retail style.
- Selected by the Creative Director to execute key copywriting initiatives: new product introductions, top producing product lines, and catalog editorials. Writing and creative concepts earned praise from company execs at all levels including the CEO.
- Collaborated with team members to manage and share work on multiple projects with tight turnaround in a fast-paced environment. Consistent achievement of all production deadlines.
- During the worst three years of a recession compounded by continuing shrinkage of the denominations we served, we effectively achieved annual sales revenue increases in this challenging environment from \$59 million, to \$61 million, to \$63 million.

## Crisis Response Communications Writer

**AMERICAN RED CROSS** Nashville

**1 Year** (August 2005 to August 2006)

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

- Writing copy for solicitation email blasts that increased our Middle Tennessee disaster response volunteers by more than 8,000.
- Creating PowerPoint presentations to recruit volunteers, train them, and demonstrate engagement.
- Writing content for email newsletters to mobilize and support volunteers to fill service needs at evacuee centers.

## Internal Corporate Communications Writer

**SHOP AT HOME TV NETWORK** Nashville

**5-½ Years** (December 1999 to July 2005)

*Shop at Home TV Network: A nationwide home shopping TV network in competition with other broadcast retailers QVC and HSN.*

Spearheaded a new communications position at their in-house agency, responsible for research and writing white papers and market analysis reports on our competitors. Wrote for an internal audience that included the CEO, COO, Chairman, Board of Directors, VPs, product managers, and other leadership stakeholders across multiple departments. Drove change in this initiative through my role as a “reporter” to identify answers to the key question: How do competitor networks achieve 10x greater sales productivity than we do?

- Analyzed broadcast and web media content from our three competitors, reviewing: brand development, sales performance, show host presentations, product mix, pricing strategy, public messaging, new product introductions, and email marketing campaigns.
- Successfully discovered key factors that determined stronger or weaker sales performance from each TV network.
- Accurately predicted successes and failures of new shows. Tracked related industry business news and deciphered competitor moves. Devised and proposed a plan for our strategic response.
- Planned, developed and managed 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 marketing research reports and digital newsletter articles.
- Collaborated in a team partner role with multiple departments all across the company to learn their support needs and help provide the competitor information they preferred most.
- Produced online coaching on effective competitor broadcast sales methods to support our team of producers and show hosts. Digital training content on our intranet site included show transcripts, analysis, TV screenshots, and web videos.

## 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

## 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
- Personal Interests: weightlifting, hiking, kayaking, sports cars.