

# Paul Baker, Senior Copywriter

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PORTOLIO [www.paul-baker.com](http://www.paul-baker.com) CELL 415.377.6634 EMAIL [write@paul-baker.com](mailto:write@paul-baker.com)

**AT A GLANCE** Hire a maximum-results, minimum-ego writer with expertise in traditional and new media from both the agency and client side.

## How I can help you

*Enjoy the plug-and-play convenience of everything below:*

### DELIVERABLES

#### Big Picture

- Establishment and maintenance of brand voice
- Close collaboration with designers
- Supervision of in-house writers and contractors
- Concept development; brainstorming
- Creative direction and project management

#### Nitty Gritty

- Interactive ads, microsites, landing pages
- Short and snappy or in-depth online copy
- Scripts for web casts, video, radio
- Print ads, packaging, catalogs
- In-store signage and point-of-sale

### SECTORS

- B-to-C: banking, computers, consumer electronics, toys, gaming, apparel, home furnishings, career development, hospitality
- B-to-B: financial services, biotech, media duplication, network security, heavy construction
- Direct response—print and online

## Why I can help you

*15 years of experience add up:*

### ORGANIC, INC.

**Senior Copywriter** San Francisco 2007–January, 2012

#### Highlights

- Extensive content development for financial (Bank of America), technology (Intel), packaged goods (Kimberly-Clark), and retail (Walmart)
- Assisted in client pitches

### WELLS FARGO ONLINE

**Content Strategist/Copywriter** San Francisco 2006–2007

#### Highlights

- Wrote all announcements for the debut of Wells Fargo's home page redesign
- Helped establish and served as creative director for a mini internal ad agency charged with producing banner ads for the new home page. Challenges included high volume (54 ads each quarter), tight deadlines, and liaising with 9 different business units.

WALMART.COM

**Senior Merchandise Writer** Bay Area 2003–2006

- In 3 years helped the Electronics Department achieve over 400% growth, driving sales from \$46 million to \$189 million in August 2006
- Spearheaded copy redesign; new format adopted across categories
- Invented time-saving Phrase Library and spreadsheets to boost productivity by 30%
- For results-based writing, used SiteCatalyst by Omniture to track online effectiveness of headlines, keywords and copy

MONSTER CABLE

**Senior Copywriter** Bay Area 2002–2003

- Worked closely with Noel Lee, Monster's founder, to define positioning and strategy for everything from batteries to Italian leather sofas
- Lead writer in developing promotional copy for Monster's first-ever marketing of fine furniture for home theaters
- Designed and wrote Monster's trademark "M-4" brochure, a key element in on-boarding new dealers to maintain company growth

CONNECTED BRANDS  
ADVERTISING

**Senior Copywriter** Bay Area 1998–2001

- Wrote advertising, collateral, promotions, and Web
- Rock-solid direct response experience

KENSINGTON

**Copywriter** Bay Area 1996–1999

- Wrote the first comprehensive product catalog (38 pages) the company had issued; catalog selected by Communication Arts as an award-winning example of merchandising

WHITE, GOOD ADVERTISING

**Junior Copywriter** Lancaster, PA and New York City 1995

- Learned the craft writing for a small but strong regional ad agency

## Education / experience

*Every good writer has a checkered past:*

**M.A. Courtauld Institute of Art**, London, England

**B.A. Wesleyan University**, Middletown CT

**International Institute**, Madrid, Spain

**Strategic marketing and web writing courses**

Stanford University, San Francisco State University, City College of San Francisco

**Speak Spanish and French**

Coordinated multi-language translations for Monster Cable's international packaging

**Harvest Home Stores** (Bay Area version of Pottery Barn)

Assistant Manager for 1,000 sq. ft. retail space

**Dillard's Department Stores**

Retail sales clerk, with a strict sales-per-hour quota

**Art teacher for middle school students** (never again)

**Cleveland Museum of Art**, Cleveland OH

Museum exhibit designer for 5 years

**Birdhouse entrepreneur**

# Almost forgot...some awards

*Always nice to have great work recognized:*

## **Creativity International Award**

Silver: Best Consumer Website 2010

*The Morris Code* – Bank of America

## **IAB Award (Interactive Advertising Bureau)**

Best Financial Site 2010

*Morris on Campus* – Bank of America

## **David Ogilvy Awards 2010**

Gold: Financial Services

*The Morris Code* – Bank of America

## **Midas Awards for Financial Services Communication**

2009 Silver: *Morris on Campus*

Best Copywriting, Best Website, Best Financial Planning

## **FWA (Favorite Website Awards) May 2009**

Site of the Day

*The Morris Code* – Bank of America

## **IAC Award (Internet Advertising Competition)**

Best Bank Website 2009

*Morris on Campus* – Bank of America

## **WebAward (Web Marketing Association)**

Best of Show 2009

Best Bank Website 2009

*Morris on Campus* – Bank of America

**AdMark ADDY Awards (1998–2001):** 4 Gold, 3 Silver, 1 Bronze

**Summit Creative Awards (1998–2001):** 3 Silver, 2 Bronze