

ROBIN KURZER

WRITER - STRATEGIST - EDITOR

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EXPERIENCE

Freelance Writer/Creative

Various clients
1995 - present

I collaborate with clients to help them identify and reach their marketing business goals through strategic, creative, compelling and SEO-compliant content. Written output includes websites, emails (DM and drip), social media, white papers, thought leadership posts and more. Add-on services include consulting, teaching, proofreading, content migration and editing.

Fully operational home office with more than 20 years of experience working remotely with such tools as SharePoint, Egnyte, JIRA, Asana, Monday, Trello, Basecamp, Google Drive, Microsoft Teams, Slack and more.

Past clients include: **H&L Partners, Dept 11, OpenX, Emerging Technologies Coordinating Council, Madison College, SunPower, Zoological Society of Milwaukee, Kohler, Rightpoint, Jayne Agency and Revell.**

Martech News Reporter

Third Door Media
2017 - 2019

I wrote breaking and other news for trio of digital marketing publications: **Marketing Land, MarTech Today and Search Engine Land.** Curated and published weekly wrap-up column of timely news. Researched and wrote long-form foundational pieces on this fully remote team.

Senior Copywriter

Razorfish
2006 - 2010

I partnered with art directors, creative directors and account planners to strategize and execute multi-million dollar integrated ad campaigns for brands such as **Oreo, Kraft, State Farm and JC Penney.** I led **Ritz Cracker's** first social media effort, establishing its initial fan base, messaging and guidelines.

ACD/Copywriter

Tribal DDB
1995 - 2001

I worked my way up the ladder at DDB, starting as an administrative assistant in account planning. I soon became the lead copywriter for DDB's new digital offshoot, where we created the first online programs for **Frito-Lay, Sara Lee** and any other brands. In 1997, I was named associate creative director for the newly formed Tribal DDB, where I led award-winning work for **McDonald's, Budweiser, State Farm and FTD.**

EDUCATION

Bachelor of Arts, Communications

University of Wisconsin-Madison
Emphasis on radio, TV and film

Coursework toward a Master of Fine Arts in Fiction Writing

Columbia College

Advanced training and certificates in Google AdWords, SEO, graphic design, art direction and inbound marketing.

BUT WAIT, THERE'S MORE...

Award winner (One Show, Cannes, DDB Grand Slam) • Genial genealogist • Persnickety grammarian • Befuddled parent
Card-carrying MENSAs member • Intrepid researcher • Pop culture fangirl • Courageous karaoke singer • Sly like the fox