

RESUME

MARKETING/CREATIVE CONSULTANT NYC, NY 9/88 - Present

Marketing and sales promotion strategies for specialty retailers. Copy and concept development for direct marketing and e-commerce clients. Management of entire copy process for large projects (sourcing writers, attending meetings, editing copy, etc.). A partial list of clients includes:

A.J. Prindle	Edo Popkin	Objects by Design
Alpha Shirts	F.A.O. Schwarz	Octopus Books U.S.A.
American Express	Filene's	J.C. Penney
Appleseed's	Ford Motor Co.	Petals
Art & Artifact	Fortunoff	Petrossian
Atkins Direct	Frederick Atkins	Popular Club
Arthur Lauer	Ghurka	Quixtar Store For More
Avon	Gifts.com	Roaman's
Bed Bath & Beyond	Godiva Chocolatier	Saks Fifth Avenue
Bloomingdale's	Gorsuch Ltd.	Samuel Roberts
Bridgewater	Haband	Silhouettes
Brushstrokes Fine Art	Haute At Home	Sofa Collection
Brylane Home	Hearst Publications	Soma
Brylane Kitchen	Home Marketplace	Sue Brett
Brylane Wishes	Jessica London	Sure Fit
Burlington Mills	Kitchen & Home	Talbots
B. Dalton	Lane Bryant	Target
Brownstone Studio	Levitz	The Very Thing
Carpet One	Lillian Vernon	The Wedding List
Chadwick's of Boston	Linens 'N Things	Time Inc.
Circuit City	Lord & Taylor	Toys 'R' Us
Command Performance	Lowe's	Toy Works
Dayton-Hudson	Lucent Direct	Walter Drake
Duty Free Shops	Macy's	Workbench
Dillard's	Mark Cross	Zany Brainy
Dell Computers	Marshall Field's & Co.	ZCMI
Domestications	Nicole Summers	...and others
Dr. Leonard's	NLDA	

LANE BRYANT INC.
Vice President, Marketing & Sales Promotion

NYC, NY 7/85 - 8/88

Responsible for brand development, in-store marketing, credit marketing, advertising and sales promotion. Hired after Lane Bryant was acquired by The Limited, Inc., to revamp the Lane Bryant image, reposition Lane Bryant as a fashion retailer, and build sales. During tenure, chain grew from 280 to 660 stores in just under 3 years--an unprecedented rate--with sales growing from under \$350 million to almost \$700 million. Profits grew apace. Developed definitive fashion and beauty book for plus-size women. Conducted highly successful media tour. Also helped develop and launch a second chain of plus-size stores, Lerner Woman.

DIRECT MARKETING CREATIVE CONSULTANT NYC, NY 1/84 - 6/85

Copy, concept development and marketing strategies with an emphasis on retail, direct response and sales promotion. A partial list of clients includes:

American Express	Garfinckel's	Ann Taylor
Elizabeth Arden	Honeybee	Gloria Vanderbilt
Avon, Inc.	Macy's	Wanamaker's
Bullocks Wilshire	Mark Cross	ZCMI
Dunn & Bradstreet	Marshall Field's	...and others

VISUAL HORIZONS/TLK DIRECT NYC, NY
Copy Director/Client Contact

THE DIRECT MARKETING GROUP, INC. NYC, NY
Copy Director, Catalog Division

REVLON, INC. NYC, NY
Copywriter, Creative Workshop

LORD & TAYLOR NYC, NY
Assistant Copy Chief

I. MAGNIN & CO. San Francisco, CA
Advertising Copywriter

BREUNERS HOME FURNISHINGS Oakland, CA
Advertising Copywriter

UNIVERSITY OF CALIFORNIA, SAN DIEGO B.A.
Sociology Major Honors Graduate

References furnished upon request.