

Beth Cook Ely

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[Visit my portfolio website: www.BethEly.net](http://www.BethEly.net)

Objectives

Seeking freelance opportunities using my vast experience in copywriting and account service in retail and B2B advertising.

Experience

Freelance Copywriter | McDonough, GA

July 2016-present

Clients include:

Mondo—GP PRO (Georgia-Pacific)

Chico's & Soma

PureRED—Sears, Stein Mart, Kimberly-Clark, SP Richards, Creative Converting, Balducci's, Michaels,

MSC Industrial Supply, F&D Commercial (Floor & Decor), US Foods, Old Time Pottery

infinitee—Geyer Morris Company, Tanger Outlets, Stafford Development, New Market Properties, Hill Partners, Inc.

OneKreate—Bed Bath & Beyond, Orchard Table, Sam's Club

Belardi Wong (formerly Belardi Ostroy)—Pirch, KUT from the Kloth, Lolë, Rainbow

Kreber—Bed Bath & Beyond

Macy's

Mohawk Home—Karastan, American Rug Craftsman

Capital Lighting Fixture Company

PureRED Integrated Marketing | Tucker, GA

March 2006 – July 2016

Performed dual roles as Copy Director and Account Director, showcasing a unique combination of skills, including creative copywriting, strategic marketing, account management, and client communications. Certified in Search Engine Optimization and Inbound Marketing.

Copy Director

- Wrote strategic creative copy for several PureRED facilities across all media
- Collaborated with Creative Directors and Designers to ensure that copy and design worked together for powerful results
- Clients included Macy's, Sears, Mohawk Home, Kohl's, Dollar General, Michaels, Home Depot Direct, SP Richards, Creative Converting, Balducci's, Stein Mart, US Foods, and other B2B and B2C accounts

Account Director

- Managed a variety of accounts, working with clients to achieve their marketing goals
- Scheduled and coordinated every aspect of design, production, and photography
- Liaison to clients, ensuring that their direction was clearly communicated to the PureRED team
- Responsible for keeping all projects on time, on target, and on budget
- Attended discovery and turn-in meetings with clients; created presentation decks; wrote project estimates, creative briefs, and schedules; closed each job with billing
- Accounts included Kohl's, Dollar General, Balducci's & Kings Food Markets, JSI Store Fixtures, Becker's School Supplies, SP Richards dealer projects, and all of PureRED's "copy only" clients

John Wieland Homes and Neighborhoods | Atlanta, GA

Region Marketing Representative 2004 – 2006

- Managed all aspects of marketing for nine new home neighborhoods
- Developed marketing strategies, wrote copy for sales center materials and direct mail promotions, and provided creative direction for the graphic design team to produce compelling promotional materials

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- Planned, promoted, and executed special events (such as open houses and luncheons) to drive Realtor traffic to neighborhoods

Rich's/Lazarus/Goldsmith's Department Stores (now Macy's) | Atlanta, GA

Copy Director 1997 – 2004

- Managed and directed a staff of 4-8 copywriters who wrote newspaper and direct mail advertising for three regional department store chains
- Partnered with Creative Director and Art Directors to develop creative direction
- Member of R/L/G's first website team, creating the first websites for each store division, as well as a separate website for the "Gen Now" department, targeted specifically to juniors and young men
- Wrote special events and credit marketing copy and worked with the corporate legal team to ensure compliance in credit offers, contests, and other promotions
- Winner of 7 quarterly Shooting Star Awards and 3 monthly New Ideas Awards

3 Score | Atlanta, GA

Copy Director 1995-1997

Senior Copywriter 1994-1995

- Managed and directed staff and freelance copywriters, typesetters, and proofreaders
- Wrote and directed copy for clients including Bloomingdale's, Dayton's/Hudson's/Marshall Field's (now Macy's), Rich's/Lazarus/Goldsmith's (now Macy's), Carson Pirie Scott, After the Stork, Business Incentives, Jerzees, and Angelica Uniforms
- Winner of 2 Atlanta Advertising Club ADDY Awards

The Butler Group | Atlanta, GA

Sales Promotion Manager 1993-1994

- One of a two-person Sales Promotion team, managing all advertising, marketing, and in-store materials for 250 shoe stores
- Developed a system to monitor all lease required advertising for mall stores
- Liaison to advertising agencies, printers, newspapers, magazines, mall promotions directors, and store managers

Freelance Writer & Advertising Consultant | Atlanta, GA

1992-1993

- Wrote advertising copy for agencies including 3 Score, Total Retail (a division of Fahlgren Martin), and Picini & Kramer, and department stores including Bloomingdale's, Jordan Marsh, Rich's/Goldsmith's, and McRae's
- Consultant for The Butler Group, developing and executing sales promotion plans

Macy's South/Bullock's | Atlanta, GA

Assistant Copy Director 1989-1992

Copywriter 1988-1989

Typesetter 1986-1988

- Produced newspaper and direct mail advertising
- Wrote copy for advertising and special events
- Project manager for postcards and magazine ads
- Winner of 5 national Retail Advertising Conference ASTAR Awards

Education/Certifications

University of Georgia

1986

Bachelor of Arts in Journalism—major in Advertising, minor in Marketing & Communicative Arts

Search Engine Optimization Certification from Online Marketing Institute

Inbound Marketing Certification from HubSpot Academy