

FRANCINE SCHWARTZ

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Job Objective

A position as a marketing writer --web content, social media, articles, brochures, advertising, direct mail, event signage. Interested in promoting a new or growing company to take it to the next level, and establishing or perfecting a company voice and brand to make it stand out from the competition.

Qualification Highlights

- Talented brainstormer--acting as the lead, engaging other members of the team, or joining an existing discussion. Have often been invited to join a brainstorming session for projects to which other writers were assigned-- to help instigate ideas.
- Offer a variety of solutions and supporting rationale for client projects--illustrating how various creative options answer project needs. My process for this was adopted at Dolby.
- Ability to turn jargon into a useful and engaging read. Recognize the goals and needs of the customer, even when the customer does not clearly state them or is not certain of what they are. "What does the customer need and want to know?" At Autodesk we called it "straight talk."

Professional Accomplishments

At Dolby

- Co-wrote a new brochure template, introducing a new "end-user" strategy that was subsequently adopted for all technology overviews
- Developed a new approach to print ads emphasizing the entertainment experience as part of an integrated branding campaign to present Dolby as an entertainment, rather than strictly technology, company
- The Creative Services team member selected to be part of the Dolby DNA development team, creating a company-wide employee core values initiative--the first ever at Dolby

At Autodesk

- Lead writer for the autodesk.com homepage--conceived and wrote home page feature spots
- Created the winning tagline for the highly successful DWF (Design Web Format) campaign
- Given two Autodesk Marketing Excellence awards (both for my work on the DWF campaign)
- Refined and promoted the Autodesk voice and editorial guidelines as part of the Brand Guidelines
- Championed the "straight talk" approach to marketing (a departure from the tech-heavy marketing language then in place). Subsequently the initiative was adopted company-wide.

Work History

Writer, Franzine Word Imagery, San Rafael, CA, 2009 - present

- Offering copywriting, journalism, creative writing and marketing strategy services for print and web, including social media, integrated marketing campaigns, and branding efforts. Currently writing content for a new mobile phone app in partnership with Sutro Media. Other clients include TofuYu, maker of organic tofu products.

Marketing Writer, Dolby Laboratories, San Francisco, CA, 2005 - 2009

- Developed a variety of marketing deliverables, including print and banner ads, AV presentations, web content, direct mail pieces, and event/trade show signage.

Senior Marketing Writer, Autodesk, Inc., San Rafael, CA, 2001 - 2004

Wrote copy for a wide range of worldwide marketing deliverables, including product and solutions brochures, web pages, event marketing material, and other written communication for all Autodesk divisions.

(Work History cont.)

Senior Writer, ICplanet.com, San Rafael, CA, 2000 - 2001

- Designed strategy and developed content for the Finance and Work-Life sections. Worked with product managers to develop site copy for pages that offered new user functionality and revised existing copy. Wrote industry-related articles and promotional emails.

Senior Writer, Healthshop.com, San Francisco, CA, 1999 - 2000

Wrote product copy and articles for the website, developed promotional emails. Wrote the project spec template and managed the spec process from the merchandising end. Consulted on metatag and search engine site registration project.

Freelance Marketing Writer 1999 - 2004

Hotwire, San Francisco, CA

Wrote website copy, including banners and special promotions, city and regional descriptions, highlighting local attractions and things to do. Updated instructions for making reservations (flight, hotel, and car rentals). Worked closely with creative director, graphic designers, and other Hotwire team members.

PeopleSoft, Pleasanton, CA

Wrote customer stories to promote PeopleSoft products and solutions for the company website. Interacted with product managers and producers; researching the website for product information and related links and reviewing relevant data sheets, news release information, and other marketing collateral.

LeapFrog SchoolHouse, Emeryville, CA

Wrote all content for new website, which involved analyzing existing print material, editing to make it web-friendly, writing new tag lines, and coordinating efforts with staff and graphic artist. Rewrote the content of several web pages to reflect changes in marketing strategy. Researched and analyzed existing print and web material, product features, the LeapFrog SchoolHouse teaching curriculum, and the multisensory approach to learning.

Triworks LLC, Novato, CA, U.S. distributor for GAZO, a Japanese image content management system
Coproduced the new GAZO website, localized for an American audience. Designed and wrote all content, including the online product tutorial. Managed the graphic artist and Flash designer.

Other Professional Experience

Voice Over for radio, TV, and film. Clients include Bank of America, CSAA, ATA Fitness Centers, Broderbund (*Where In the World Is Carmen San Diego*), Mindscape (*Prince of Persia*), Francis Ford Coppola (*Gardens of Stone*), and more.

I have written for several San Francisco Bay Area publications, including: the ***Pacific Sun***, the ***Marin IJ***, ***Contra Costa Times***, ***Pt. Reyes Light***, ***Twin Cities Times***, ***Cycle California***, and most recently--***Buoyant Life***. In addition I have published material in a number of online publications, including: ***Bewildering Stories*** and ***Oscar Frenzy***.

Education

Communicative Arts, University of Pittsburgh, Pittsburgh, PA
Multimedia Studies at College of Marin, Novato, CA

Languages

Fluent in French

Personal

Enjoy photography (particularly nature and people), mountain biking, swimming, yoga, hiking, knitting. Have traveled to Europe and the Hawaiian Islands. Enjoy meeting people from different cultures and walks of life.