

San Rafael, CA

[www.digiville.com/fschwartz](http://www.digiville.com/fschwartz)

[franzine@digiville.com](mailto:franzine@digiville.com)

## Highlights

- Vast experience in marketing, advertising, and journalism
- Known for compelling headlines and taglines
- Strong interpersonal skills
- Ability to communicate in a variety of styles to diverse audiences
- Customer-focused, flexible, and fast
- Fluent in French

## Professional Experience

### **Writer, Franzine Word Imagery**

**2009 -- present**

- Independent consultant writing articles, marketing content, movie reviews, and collaborating on a compilation of verse and images with a San Francisco Bay Area photographer.

### **Contributing Editor, Buoyant Life ([buoyantlife.net](http://buoyantlife.net))**

**2009 -- present**

- Research and write stories and interviews, edit site, collaborate with publisher/editor on ideas for site direction and refinement, and SEO optimization. Investigate subject-related news and issues. Manage contributors.

### **Marketing Writer, Dolby Laboratories**

**2005 – 2009**

- Developed concepts and wrote for a variety of marketing and advertising deliverables, including print and banner ads, AV presentations, posters, web content, brochures, direct mail pieces, event/trade show signage, and newsletters.

- Interacted with art designers, creative director, marketing managers, and public relations to create, develop, and fine-tune communication.

#### **Accomplishments:**

- *Collaborated with Internal Communications to develop Dolby DNA, an employee core values campaign.*
- *Co-wrote a template for all technology overviews.*
- *Created taglines and promotional copy for events and trade shows.*
- *Wrote the introductory copy for Dolby job listings on the web.*

### **Senior Marketing Writer, Autodesk, Inc.,**

**2001 – 2004**

- Developed concepts and 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.

- Worked with account managers, editors, designers, and internal clients from all the divisions to move projects from concept to completion.

#### **Accomplishments:**

- *Lead writer for the [autodesk.com](http://autodesk.com) homepage--developed concepts and wrote home page features.*
- *Created taglines, including the one selected for the highly successful DWF (Design Web Format) campaign.*
- *Awarded two Autodesk Marketing Excellence awards.*
- *Brainstormed on special projects, including naming, events, and internal communications.*
- *Refined and promoted the Autodesk voice and editorial guidelines.*

I have worked as an independent consultant for various Bay Area companies, including:

**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.

**ICplanet.com, San Rafael, CA**

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.

**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.

**Healthshop.com, San Francisco, CA**

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.

**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.

**Triworks LLC, Novato, CA**, U.S. distributor for GAZO, a digital image organizer software application created in Japan

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.

**Education**

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