

# MARK SPECTOR

## COPYWRITER/CREATIVE DIRECTOR

164-24 72 Avenue, Hillcrest, NY 11365

[MarkSpectorWrites.com](http://MarkSpectorWrites.com) • [linkedin.com/in/markspector](https://www.linkedin.com/in/markspector)

[Mark@MarkSpectorWrites.Com](mailto:Mark@MarkSpectorWrites.Com) • 347.921.5856

RESUME

---

## OVERVIEW

A natural born storyteller with a knack for strategy, I specialize in finding simple solutions to complex marketing problems, crafting messages that attract a busy prospect's attention and hold it long enough to make a point. And make it on brand. No ego. When you work with me you work with a great collaborator and all-around nice guy, a go-to for emails, landing pages, print ads, direct mail packages, videos, broadcast commercials, social media, blog posts, newsletters and more.

## WORK EXPERIENCE

### March 2007-Present, Freelance

Agency clients include DraftFCB (Citibank, Verizon), G2 (Time Warner Cable, Aetna B2B and Medicare Advantage Plans, Fidelity, CVS Caremark), Digitas (TIAA-CREF Asset management), Merkle (AXA), MXM (NEA Member Benefits, NEA Members Insurance Trust), O2KL (AARP Auto Insurance, American Express Publishing), HNW (Citibank, AXA, HSBC, BNY Mellon) and others. Significant long-term assignments:

#### October 2012-August 2015: Freelance Copy Director, Zacks Direct

Founded to capitalize on relaxed advertising restrictions, Zacks Direct specializes in direct marketing alternative investments to accredited investors. Wrote first positioning and launch materials. Created campaigns for non-public REITS, oil and gas partnerships, senior notes, private equity, PIPE offerings and more.

#### March 2012-October 2014: Freelance Copy Director, APMEX

Leading Internet retailer of gold and silver, delivered the trademarked tagline, *Investments You Hold*. Also wrote promotional banners, emails, video scripts, brochures, blogs, and educational content, all in an environment that melds the pressures of retail and e-commerce with the volatility of financial markets.

### 2004-2007 VP, Creative Director, Y&R Brands (Wunderman)

Microsoft Servers & Tools Group, overseeing the online and offline efforts of up to 20 writers, art directors, strategists, information architects, developers, and producers responsible for global relationship marketing efforts.

### 2000-2004 VP Creative Director, Foote Cone Belding

Oversaw integrated brand, direct marketing and digital efforts for AT&T B2B services. Also created and supervised campaigns for Qwest (B2B), Chase (retail banking), Gevalia, Merck, Amgen, and US Postal Service

More

## **PORTFOLIO**

- Website at [markspectorwrites.com](http://markspectorwrites.com)

## **OTHER**

- Award-winning digital, print, broadcast, and/or direct mail earlier in career at OgilvyOne, Della Femina, and Marschalk
- Occasional posts about writing on LinkedIn; humorous verses at [dizzywhale.com](http://dizzywhale.com)
- Spector Eye Care – Helped modernize and expand an ophthalmology practice, overseeing new office construction, lease & employment contract negotiations, recommending electronic medical record systems, negotiating partnerships for an ambulatory surgical center and getting it recognized as a top-10.

## **EDUCATION**

- School of Visual Arts  
School of Continuing Education: Copywriting and Advertising Courses
- Queens College, City University of New York  
Major, Philosophy; Minors in Psychology and Communications

## **REFERENCES**

Available upon request