

NATHAN J. HARTSWICK

Marketing Résumé

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Nathan Hartswick is a talented professional with extensive experience in the field of marketing. He worked as a copywriter and creative director in the New York City area for five years at several successful advertising agencies, and has written for such high-profile clients as Sony, Kraft, K-mart, Pepsi, Phat Farm, and Salomon Smith Barney. He is known for his versatility, professionalism and excellent written and verbal communication skills. Nathan is currently self-employed as a full time freelance writer, filmmaker, and marketing specialist.

MARKETING EXPERIENCE

Northern Power **Waitsfield, VT** **2004 – 2006**
Marketing Specialist

Wrote and edited press releases, brochure content, website copy, print ads and other marketing materials for Northern Power, a company that provides power generation systems from diesel generators to wind turbines. Contributed to strategy, branding and internal training processes. Engaged with local media, coordinated tradeshows and special events, and planned and executed ad campaigns. Shot and edited promotional videos, built and updated content management system, and provided support to sales departments.

Presher Design **New York, NY** **2003 – 2004**
Copywriter / Editor / Consultant

Senior Copywriter & Development Director for New York-based Presher Design, an ad agency specializing in outdoors and extreme sports marketing. Instrumental in gaining a major contract with **Phat Farm**, writing and producing a full-page ad for their latest line of athletic clothing (featured in spring 2004 **Vibe**, **Slam** and **XXL** magazines).

1-800 Communications **Hicksville, NY** **2002 – 2003**
Creative Director / Senior Copywriter

Responsible for managing the creative team that created dozens of business-to-consumer websites as well as thousands of pop-up, banner, print and direct email ads which generated over 100,000 leads per month. Employed skills of planning and diplomacy to ensure demanding monthly schedule was met. Wrote and edited all business-to-consumer copy content as well as all business-to-business promotional materials. Developed and maintained database of all original ad creative.

Sterling Group **New York, NY** **2001 – 2002**
Senior Copywriter / Editor

Wrote and edited websites, packaging, online and print advertisements at Sterling Group, a prestigious ad firm in the Empire State Building. Developed strategic brand identities and wrote and edited content for such clients as **Sony**, **Kraft** and **Pepsi**. Managed creative side of client relations on a day-to-day basis. Responsible for all **Salomon Smith Barney's** interactive copy for a single year, helping to maintain a \$100k monthly retainer for the agency. Won **Forbes'** "Best of the Web 2001" for writing Salomon Smith Barney's *Young Investors Network*, a site dedicated to helping children understand the importance of saving and investing wisely.

TECHNICAL SKILLS

Corporate video (shooting & editing)
Final Cut Pro
Adobe Premiere Pro
Quark, QuarkXPress
Microsoft PowerPoint
Adobe PhotoShop
Database management (GoldMine, etc.)
MS Office (Word, Excel, Outlook, etc.)
PC / Mac / Web research
Basic HTML

EDUCATION

Bachelor of Arts, English (Writing Concentration)	Potsdam, NY	1997 – 2000
STATE UNIVERSITY OF NEW YORK AT POTSDAM	Potsdam, NY	1996 – 1997
CRANE SCHOOL OF MUSIC		

References available upon request.

For more information, or to view samples of Nathan's work, please visit: www.vermontwriter.com.