

# Richard Lehmann

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I am an online/offline senior copywriter with proven experience producing outstanding copy for startups, mid-size and *Fortune* 500 companies. My expertise spans diverse industries such as: financial, health care, nonprofits, insurance, technology, B2B, B2C, food, business services, fashion, ecommerce, education, retail, travel & leisure, sports, industrial, automotive, technology and energy, among others. I am fully immersed in creating SEO content for the web and other digital marketing platforms, in addition to social and all print, broadcast and collateral.

## Professional Experience

### Recent project assignments:

- Conference marketing support including landing pages, email and social for AI and machine learning company focused on driving the behavioral change of patients through personalized intervention;
- Internal messaging and taglines for a global digital media solutions provider onboarding key acquisitions;
- Branding and web copy for a large NYC nonprofit serving individuals with developmental disabilities;
- Branding and web content for leading NJ behavioral health nonprofit;
- Corporate video scripting for a global specialty ingredients supplier;
- Messaging, product descriptors and web content for CBD formulator;
- Content marketing and landing pages for a leading NYC digital consultancy;
- Web copy and print communications for a national tutoring franchise;
- Branding and web content for a music school franchisor;
- Wordpress front-end web developer for nonprofits and small business.

### *Trillion Creative, Summit, NJ (freelance writer) 2009-present*

As the "go to" copywriter for this award-winning design agency my assignments have included: Birch Family Services (branding and web copy); CBH Care behavioral health (branding, web, annual appeal); H 3 W Program Management (website, content marketing for captive insurance); Schaefer Enterprises insurance (website, digital, content, collateral); Door 3 (content marketing, landing pages); MedSource National (website); Northeast Professional Planning Group (website); NY eHealth Collaborative (website, program naming, taglines, collateral for patients, doctors); Paper Mill Playhouse (promotional copy, collateral); NJ Sharing Network (annual appeal); Polaris Management healthcare compliance (sales support materials, web, name development); among others.

### *Fiore Associates, Morristown, NJ (freelance; former EVP-Creative Director) 2009-present*

As former EVP-Creative Director for this full-service advertising/branding/public relations B2B/B2C agency I managed the creative department and all concept and campaign development, in addition to design and copy supervision, digital/radio/TV/video, client and vendor relations, freelance staffing, technology recommendations. Managed client websites via CMS, etc. I also assumed an AE role with key clients. Clients have included: CIT (DMA Int'l Bronze Echo Award), Wyndham Hotels (Baymont Inns & Microtel), Morristown Wealth Management, The Lab Consulting, International Flavors & Fragrances, National Starch, Summit Medical Group among others.

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*Levinson-Block, Brooklyn, NJ (freelance writer) 2016-2018*

TruClinic (web, gated content, investor marketing, etc.); Healthix.org, NY State's largest HIE (web); MHealthCoach app (e-blasts, sales sheets, landing pages); Hudson Valley Cares (collateral for regional healthcare organization).

*Brighton Health Group, New York, NY (freelance writer/consultant) 2015-2017*

Copywriting assignments for this health plan administrator included Create and MagnaCare products: collateral, e-blasts, social, promotions, provider manuals, member communications, etc.

*Fahoury Ink, West Orange, NJ (freelance) 2011-present*

Copywriting assignments have included: ADP (white paper/SBS survey recaps, internal promotions and communications; ad concepts and web banners for small business services, insurance portal naming, business unit publication naming); BMW (e-blast campaigns, BMW accessories catalog, MINI Cooper headline concepts); Pearson Publishing (positioning statements for three divisions).

*Tristar Products, Fairfield, NJ (freelance writer/consultant) 2014-2015*

My copy regularly outperformed prior benchmarks for this Direct Response TV company via email, PPC/CPC, sales kits, social, ads, retargeting. Also produced high quality content for collateral, instruction manuals, packaging, name development, intellectual property management, press materials, YouTube search, etc.

*SGW, Montville, NJ (freelance) 2000-2007, 2015*

I was a regular freelancer at this leading NJ agency working on assignments such as NJ Travel & Tourism (collateral, radio); Lakeland Bank (annual reports, ads and collateral); Lifestyle Condoms (radio); PSE&G (architects' manual); Delta Dental (radio); Chilton Hospital (web); Oxford Health Insurance (radio); Saint Peter's University Hospital (radio/collateral), and others.

### **Work Tools**

I work in both Microsoft Office and Mac environments; I've worked with Adobe Creative Cloud tools; with multiple CMS interfaces and e-commerce solutions; various social and blogging environments; web publishing; SEO; content marketing; email marketing products; MovieMagic and Celtx scriptwriting environments, Google Admanager, Google Apps and Adwords; affiliate marketing, etc., and I'm always eager to learn something new.

### **Nonprofit Web Development**

<https://www.bloomfieldeducationalfoundation.org> (built and manage web)

<https://www.hilltopconservancy.org> (built and manage web)

<https://www.richlehmann.com> (my site, my build, but I wouldn't call it nonprofit!)