

**Experienced copywriter/PR professional with top communication skills matched with excellent follow through and professionalism.**

## **Professional Experience**

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October 2002- Present

**Freelance Copywriter- Sony BMG, Harvard University Press, KTR Consulting, Giant Eagle, Value City Furniture (American Signature), Meanstreet Entertainment, SoulCipher Records**

- Research and draft press releases, collateral materials, marketing copy and corporate correspondence
- Create and update web content
- Draft bio and publicity materials for various artists and groups for use in press kits
- Develop and produce concepts/copy for various marketing and PR projects for print, web and collateral use

January 2005- August 2006

**Recruiting Coordinator- Hyperion Brookfield Asset Management, Inc.**

**(Real estate investment firm) New York, NY-relocated**

- Sourced potential candidates from various print and Internet boards
- Drafted and posted job advertisements in trade publications
- Collaborated with various levels of staff and management on hiring needs
- Contacted selected candidates and scheduled interviews
- Completed correspondence and liaised with industry contacts

May 2004-November 2005

**Copywriter- The Execu|Search Group**

**(Executive search firm) New York, NY**

- Concepted and created copy for firm's website and printed materials
- Assisted in website maintenance, ensuring consistency and accuracy
- Drafted partner/director bios and internal training materials
- Contributed to the development of marketing and promotional efforts for clients
- Tracked and clipped press clips
- Assisted with candidate correspondence

November 2003-April 2004

**Freelance Copywriter-141 Communicator-The Ogilvy Group**

**(Global advertising agency) New York, NY**

- Assisted in research for products/services rendered by client
- Concepted based on brand development and positioning
- Drafted and assisted in production of scripts, voice over projects
- Ensured continuity and produced copy according to client specifications

**LISA KAY DAVIS**

lisakaydavis@gmail.com

March 2002-August 2002

**Intern-Mint Leaf Productions**

(Film production company) New York, NY

- Aided in production for film projects: transcribing, dubbing, etc.
- Assisted in media training and distribution of film for academic /community use
- Provided general office support including: mail distribution, directing calls, research

September 2001 -December 2001

**Intern-The National Assembly for Wales**

(National government organization)

Cardiff, Wales

- Researched and prepared briefings for Assembly Members for plenary use
- Served as support staff for the Welsh Liberal Democrats group office
- Handled all constituency correspondence for Kirsty Williams, AM Health & Social Services
- Wrote press releases and tracked press for northern Wales region

**COMPUTER SKILLS**

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- Microsoft Word, PowerPoint, Outlook Express, HR Symphony and Excel

**EDUCATION**

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Ohio University, College of Communication, Athens, OH

Major: Telecommunications Management

Minor: Political Science

**CERTIFICATIONS**

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- Radio Marketing Professional, Radio Advertising Bureau
- NABJ Member