

Lorie Armbruster

26602 Otay Circle, Mission Viejo, California 92691

phone: 949.929.9342 fax: 949.699.0806

email: larmbruster@cox.net website: www.LACopywriting.com

6/02 – Present: Freelance Copywriter

Write, edit and proofread copy for direct mail and advertising campaigns, brochures, websites and press releases. Work directly with client contacts along with graphic designers, printers and technical support/website developers. Current clients include HomeRegistry.com, Healthcare Success Strategies and Kaplan Professional Schools.

2/99 – 6/02: Copywriter/Principal, Zero-In Direct Marketing, Mission Viejo

Wrote and edited copy; assisted clients in the management of design, production, photography and printing for brochures, direct response programs, ad campaigns, point-of-purchase displays, corporate identity programs and website development; created project bids and proposals; clients included companies in the insurance, financial, security, wedding and engineering fields.

3/97 – 2/99: Creative Marketing Manager, Edison Security, Newport Beach

Wrote copy and oversaw production of all marketing and advertising materials for 8 branches; reported directly to President of Sales & Marketing; solicited bids and selected outside vendors; developed and managed website and corporate graphic standards program. Member of two strategic marketing committees for rollout of new products and services.

11/94 – 3/97: Copywriter, FCB, Santa Ana

Wrote national and local print, radio and television copy for clients such as Mazda, Coco's, El Pollo Loco, The Discovery Science Center and *Men's Health* magazine.

7/91 – 11/94: Copywriter, C&L Writing and Design, Laguna Hills

Wrote, edited copy and worked directly with outside suppliers to create a variety of corporate communication and marketing/direct mail materials.

12/81 – 7/91: Communication Writer/Project Manager, Hewitt Associates, Newport Beach

Wrote employee health and welfare benefits brochures for Fortune 500 clients; tracked and managed project budgets and timelines. Also held prior positions as Proofreader, Research Librarian and 401(k) Consultant.

AWARDS/RELATED EXPERIENCE: 2000 Securing America Award for best direct mail program; 1997 and 1998 SAMMY (Sales and Marketing) Award winner in three categories; speaker and presenter at national security conference; exhibitor at national trade shows

EDUCATION: Master of Arts in English, California State University, Long Beach: 1991
Bachelor of Arts in English, University of Missouri, Columbia: 1980