

Hsuan-min Chou

(Shen-min Chou)

Marketing Writer

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A creative writing professional who specializes in developing marketing materials for B2B and B2C audiences. More than 12 years of print and Web copy experience. Combines strong communication skills with the ability to quickly learn new concepts. Acclimates easily to new business environment and its creative processes. Samples available at <http://www.jumpbean.com/portfolio>, and by request.

Professional Experience

Freelance Marketing Copywriter, Chicago, Illinois 2001-Present

Works together with large corporations and mid-size businesses to create marketing content that strengthens and invigorates their corporate and product brands. Clients have included:

B2B Clients

- **Restaurant.com** (Ongoing client from June 2010), drafting B2B articles that inform restaurant partners about services that help them grow and maintain their businesses.
- **United Stationers** (Bond Group agency) (1 week, 2010), wrote B2B copy for office supply company's print catalog. Rush project.
- **The Beloved Community** (Taproot Organization) (3 months, 2008), donated time and resources alongside other marketing professionals to help The Beloved Community, a non-profit organization, develop a better branding campaign to attract new benefactors.
- **IMI Cornelius** (2 months, 2006), crafted B2B mailers, data sheets, and trade show materials for beverage machine maker to distribute at trade shows.
- **Catbird Networks** (Ongoing client, 2002-2006), acted as Internet security company's off-site creative team writing Web copy, white papers, sales slicks, and support materials.
- **Hewlett-Packard** (2 months, 2003), wrote competitive response articles and PowerPoint presentations describing how HP competitors use sub-standard (or counterfeit) parts for their HP-compatible printer cartridges.
- **Lincoln Park Chamber of Commerce** (Ongoing client, 2001-2003), rebranded organization's Web site, implemented SEO into all Web pages, and wrote organization's B2B marketing collateral (brochures, letters, and PR).
- **SPSS, an IBM Company** (Ongoing client, 2000-2002), helped reposition corporate Web site (improved SEO and messaging) and wrote white papers and multimedia script.
- **Learning Insights** (Ongoing client, 2000-2001), repositioned e-learning company's Web site with new messaging, and wrote white papers and newsletters.

B2C Clients

- **Restaurant.com** (Ongoing client from June 2010), wrote emails to promote company's gift-certificates and other dining services targeting Restaurant.com account members
- **Kellogg School of Management** (7 months, 2009), led marketing effort for school's IT department. Wrote emails and Web copy promoting services to faculty, staff, and students. Interviewed subject matter experts (SMEs) to learn how Kellogg constituents used services.
- **Walgreens** (1 month, 2008), collaborated with Web team to design pharmacy's new online drug prescription service, ReadyDose. Worked from wire frames to create a positive user experience. Wrote tutorial and FAQ's. Assisted writers on Web pages for WPhoto and email coupons.

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- **Active and Able** (2 months, 2008), created B2C copy for online product catalog targeting senior citizens.
- **Visa** (New Control agency) and **Discover Card** (1 month and 2 months, 2007), wrote emails, buck-slips, packages, and customer letters.
- **TransUnion** (2 months, 2005), wrote brochures and direct mail pieces (mailers, letters) for Hong Kong and Canadian clients.
- **Allstate Financial** (Digitas agency) (1 month, 2004), drafted Web copy that helped personal investors choose annuities and college savings plans. Created drafts using the Interwoven content management system (CMS).

Freelance Technical Writer, Chicago, Illinois

2007, 2008

Provided technical documentation services to companies in the Chicagoland area.

- **Motorola** (6 months, 2008), collaborated with SMEs in the U.S. and Europe to revamp company's global online course catalog. Developed content using the Vignette CMS.
- **MediaBank LLC** (6 months, 2008), wrote documentation for company's media-buying solution.
- **Kaplan Higher Education** (6 months, 2007), wrote and edited online course materials.

Open Port Technology, Chicago, Illinois

1998-2000

A developer of Internet messaging solutions for Internet and telecommunications companies.

Senior Marketing Copywriter

Self-starter responsible for developing all corporate and product collateral.

- Provided sales team with tools necessary to begin client relationships, such as Web copy, brochures, white papers, sales proposals, product bulletins, and application notes.
- Managed team of freelance copywriters, including public relations specialist.

Published Articles

- Bell, Alex. "Is Nearshoring a Real Alternative to Offshoring?" *CIO.com* Mar. 2005: http://jumpbean.com/portfolio/article_bw_is_nearshoring_alternative_to_offshoring.pdf.
- Koch, David. "IT Focus Must Change for New Technology to Succeed." *National Underwriter* Aug. 2002: http://jumpbean.com/portfolio/article_vi_natl_underwriter_visibility.pdf.
- Storch, Randy. "Turning the Internet into the Universal Network." *Internet Telephony* Sep. 1999: http://jumpbean.com/portfolio/article_opt_ip_telephony.pdf.

Software Skills

Proficient in Word, Dreamweaver, Acrobat, PowerPoint, Twitter (Mrktg_cpywrtr), and Vignette; familiar with Excel, Interwoven, Linux, Lotus Notes, Publisher, SharePoint. Macintosh and Windows proficient.

Education

University of Chicago, Chicago, Illinois

- Masters of Arts, Creative Writing/Humanities
- Bachelor of Arts, English Literature