

MARK SCHILDBERG

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PROFILE

- Copywriter and producer of advertisements for both small and Fortune 100 clients
- Decisive, yet open-minded, with the ability to organize and motivate others to accomplish goals
- Solve problems and complete projects efficiently and with quality

PROFESSIONAL EXPERIENCE

- **AUTOLOOP** (2016 – present) Copywriter.

Providing automotive sales and service advertising to dealer groups using company's automated marketing software. Newsletter articles, RFPs, trade shows, collateral. Branding and email advertising for about 30 automotive OEMs.

- **SCHILDBERG'S BRAIN, LLC** (2010 – present) Principal.

Providing businesses with creative solutions to problems that increase profitability and productivity while lowering costs. Strategy, writing and execution.

- **INFINITE ENERGY, INC.** (2013 – 2016) Copywriter.

Created marketing and advertising for energy-sector companies including, but not limited to, sales collateral, website content, landing pages, email solicitations, newsletters, blog content, direct marketing, and social media. Grew customer base 25%. Department proofreader and editor.

- **UNIVERSAL WEATHER AND AVIATION** (2011 – 2013) Senior Copywriter.

Introduced strategic thinking and modern creative solutions to marketing department. Retooled brand image. Rebranded newly acquired companies. Developed creative strategies and executions, including copywriting. Official office proofreader.

- **JWT** (2000 – 2010) Senior Copywriter.

Assisted in Shell Oil's most successful retail-level expansion in the United States, during which several thousand retail outlets were added. Improved Shell's brand perception and increased North American retail sales. Print, broadcast and digital media. Served four years as proofreader.

EDUCATION

- Master of Arts degree — Telecommunication Arts, University of Michigan
- Bachelor of Arts degree — Communications, University of Michigan