

MARK SCHILDBERG

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PROFILE

- Create content 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 SKILLS

Copywriting	Copy editing	Proofreading
Blogs	Websites	Collateral
Print	Video scripting/production	Audio scripting/production
Voiceover	Trello	Social media
Email	Creative strategy	Landing pages
SEO	Content management	Direct mail
B2C marketing	B2B marketing	Wix
Jira	Display ads	Thought leadership
Technical writing		

PROFESSIONAL EXPERIENCE

- **FLORIDA POWER & LIGHT CO.** (2018 – present, Palm Beach, FL) Contract Copywriter.

Create marketing content for Energy Services division. Copywriting, proofreading, editing and research. Sales letters, websites, emails, blogs, collateral, video. Focus on data- and benefit-driven messaging, adjusting tone and manner based on product and audience. Major contributor to rebranding and launching new brands. Write value propositions, including buyer personas. Email response rates up to +100%. Direct mail response rates up to +6%.

- **SCHILDBERG'S BRAIN, LLC** (2010 – present, Crosby, TX) Principal.
Freelance advertising: Meet with various clients to decide what products to advertise. Write copy and deliver final projects on time. Consider client requirements, company objectives, geographical locations and seasonal promotions. Negotiate costs and terms. Manage finances.

- **AUTOLOOP** (2016 – 2017, Clearwater, FL) Copywriter.
Supplied sales and service ad copy for automotive dealer groups using AutoLoop software. Wrote newsletter articles, trade show materials, collateral, and mobile-first emails for about 30 automotive OEMs.

- **INFINITE ENERGY, INC.** (2013 – 2016, Gainesville, FL) Copywriter.
Supplied copy for natural gas and electricity companies. Wrote collateral, website content, landing pages, emails, newsletters, blogs, direct mail, and social media. Grew customer base 25%. Direct mail response rate +1%.

- **UNIVERSAL WEATHER AND AVIATION** (2011 – 2013, Houston, TX) Senior Copywriter.
Introduced strategic planning and modern creative solutions to the marketing department. Managed brand image. Rebranded acquired companies. Developed creative strategies and executions, including copywriting. Official office proofreader.

EDUCATION

- Bachelor of Arts degree — Communications, University of Michigan