

chad a. rutan

3397 Clearview Ave, Columbus, OH 43221
(330) 571 - 3074

chad.rutan@gmail.com
chadrutan.com

A multifaceted writer and editor seeking to further my communications career. Accustomed to working and prioritizing in a fast-paced, deadline-driven environment. Hardworking and attentive to detail. Dedicated to the accuracy, creativity, and clarity of the written word.

Skill Set:

1. Diverse writing and editing background
2. Well-versed in social media, blogging, HTML, CSS and CMS
3. Working knowledge of Adobe Creative Suite, Quark, and Lotus Notes
4. Educated in both AP Style and The Chicago Manual of Style
5. Extremely focused and skilled in project management from inception to completion
6. Occasional knitter; decent banjo player

Experience:

Copywriter, Highlights for Children: Columbus, OH; Sept. 2014-present

1. Digital marketing copywriter for all Highlights products: writes all outbound emails, website landing pages, website banners and social media campaign landing pages
2. Works closely with the digital design team and digital marketing team to brainstorm new and engaging email campaigns, captivating email designs, and future improvement concepts
3. Writes many direct-to-consumer print pieces including cover wraps, inserts, print ads, promotional letters, school campaign copy and more
4. Works with the digital marketing department to optimize website product pages for SEO, analytics, and various JavaScript copy tests

Copywriter, Gooseberry Patch Books: Columbus, OH; June 2011-Sept. 2014

1. Writer of a daily email magazine: conceived creative and engaging ideas, wrote provocative copy geared towards multiple demographics, and wrote and designed accompanying blog and web materials
2. Wrote a multitude of promotional media including website copy, liaison marketing, and video scripts
3. Edited multiple cookbooks and calendars per year; managed editorial projects from conceptualization and research to editing and completion
4. Prop designer for the photography cookbook series

Administrative Associate, FedEx Ground: Columbus, OH; Oct. 2010-June 2011

1. Managing editor of a building-wide newsletter; enforced deadlines, gave assignments, kept the station engaged and informed
2. Proofread, edited, and verified grammatical correctness and integrity of office documents and materials
3. Spearheaded and managed multiple projects concerning package holding and delivery that directly affected FedEx Ground operations in the greater Columbus area

Package Handler, FedEx Ground: Canton & Columbus, OH; April 2009 - Sept. 2010

Copywriter, Caler & Co.: Akron, OH; June 2009

1. In-agency, freelance employee who wrote, edited, and critiqued copy for clients' advertisement and branding materials, yielding multiple print ads, company backstory, and agency promotions
2. Participated in brainstorming sessions and critiques on logo design, copy requirements, and general creative briefings to tailor innovative, inspired ideas specifically to the client

Office Assistant, Ohio State Medical Center: Columbus, OH; 2006 - 2008

Professional Intern Writer, Barberton Herald: Barberton, OH; Summer 2006

Education:

B.A. in Public Affairs Journalism, The Ohio State University: Columbus, OH