

**SHEILA ZUBROD**  
Writer and Strategist  
See *portfolio*: [www.sheilazubrod.com](http://www.sheilazubrod.com)

PO Box 2324, Radio City Station, New York, NY 10101  
T. 646-429-9272 E. [sheenaz@aol.com](mailto:sheenaz@aol.com)

**PROFILE:** *Award winning, multi-channel writer -- best known for result driven short app creative, SEO-driven web and email content plus copy and multi-disciplinary promotions. (Long copy skills include media kits, white papers, speech and ghostwriting.)*

**Multi-channel Freelance & Ghostwriter** 2009-2011  
Crafting digital copy, emails, business proposals, award show entry copy, collateral and tradeshow ads for software companies, accounting firms, recruitment companies as well as numerous advertising and design agencies. Also ghostwrite articles for private individuals.

**DIRECTV.com Sr. Writer/Contractor** 2007-2009  
Responsible for web content relevant to sports promotions including *UFC, WWE, Cricket Ticket & U.S. Open events, Pay Per View* movie descriptions. Key role in content strategy for all premium and entertainment pages --plus overall site SEO tactics and implementation.

**Multi-channel Writer and Strategist** 1997-2007  
Freelance client roster included *Daily Makeover, Pfizer, iBeauty.com, Charter Cable, Mayflower Inn & Spa, Time Warner, Ameritech, Charles Schwab, BMG, Giorgio, American Express, Harley Davidson & The Whitney Museum*. Assignments included *Facebook* apps, strategic planning, copy platforms, website content, new business pitch decks, collateral materials and keynote speeches for *Pfizer* CEOs domestically and internationally.

**AgeWave, Creative Director** San Francisco & New York 1994-1996  
Led new business pitches and campaign execution for 9 Blue Cross Blue Shield HMO Medicare organizations across the country. Creatively translated the physical and emotional needs of consumers over age 50 via text, fonts and color palettes based on research from key U.S. gerontologists.

**Krupp Taylor, Creative Director** New York 1991-1993  
Launched new PC DIGITAL via print campaign and direct response media. With the '91 launch, DIGITAL jumped from 39 to 16 in rank among nation's top direct mail vendors, surpassing L.L Bean, Land's End, Compaq, Dell and IBM.

**Cohn & Wells, Creative Director & Sr. VP.** Los Angeles 1989-1991  
Created direct response acquisition, retention, copy platforms and strategy for *Neutrogena, Nissan, Toshiba Copiers, Security Pacific Bank, First Interstate Bank, Bank of America and Sanwa Bank, executed* via print, mail, door hangers, on-site environments--as well as employee motivation kits.

**Chiat-Day Direct, Creative Director** Los Angeles 1988-1989  
Launched agency. Won and ran all direct response for *Nissan and Dell Computers! Awarded first-place Caples for Dell Catalog launch—first computer catalog to include now-standard specs, comparison cart and targeted market strategy versioning.*

**McCann Direct, Creative Group Head** New York 1984-1988  
*Awarded only New Business Award from Interpublic to a direct response writer. Led American Express Gold Card acquisition direct mail and Shearson Lehman print and mail teams.*

**Ogilvy & Mather Direct, Copy Writer** New York 1982-1984  
*Awarded two Caples and three Echos for American Express and AT&T direct response.*

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Pla/Mauro Design Associates **Director of Marketing & Copywriter** 1981–1982  
Created advertising/marketing programs for *Nathan's Nightclub*, PR and event planning for novelist William Burroughs. *Awarded two Addys.*

**Author of nonfiction book. Published in 1998 by HarperCollins Perennials.**  
*Flea: The Definitive Guide to Hunting, Gathering and Flaunting Vintage Wares*

#### **Education**

University of Maryland, B.S.,  
Micropaleontology internship, Smithsonian Museum of Natural History