

Steve Fadie

Senior Copywriter

July 25, 2019

Hello Homedics:

If you're looking for an experienced copywriter who can hit the ground running, you'll want to keep reading.

Hello. I'm Steve Fadie.

A company like Homedics requires highly professional marketing communications that engages both consumers and retailers.

You can count on me to deliver.

In my career as an advertising agency copywriter, freelance copywriter and business owner, I've written just about every kind of consumer and retailer facing copy.

You'll find my copywriting examples at:

WordstotheRescue.com/copyexamples

I do what it takes to get each job done. No big ego here. Creating the best work means working closely with creative directors and art directors. I enjoy the collaborative process.

Talk about working closely . . . I live right around the corner from Homedics headquarters in beautiful Commerce Township. So if a last-minute interview slot opens up, I can be there in no time.

If you'd like to know more, I'd be happy to meet in person. Let's talk to see if there's a good fit.

A handwritten signature in black ink that reads "Steve". The signature is fluid and cursive, with a long horizontal stroke at the end.

Steve Fadie
4280 Logans Ln
Commerce Township MI 48390

P.S. While I've not yet figured out all the ways to use it, my "Tony Little Body Express Body Fat Analyzer and Scale" by Homedics has been a welcome part of my personal health journey for many years.

Steve Fadie, Senior Copywriter

- HIGHLIGHTS:
- Conceptual writer; understands value of marketing strategy
 - Believes in the power of big ideas; searches tirelessly for them
 - Passionate about creating, naming and introducing new products
 - Listens to target audience; creates empathetic, persuasive copy
 - Enthusiastic team member who helps draw the best from others
 - Versatile: experienced in all forms of both digital and traditional media

EXPERIENCE:

2008-present • Orange Sky Books, Commerce MI

Senior Copywriter Write, design and create all marketing materials -- including web site, product descriptions, sell sheets, presentations, displays and sales letters for *Words to the Rescue* books -- a product I named and authored. Develop effective sales channels including web, trade events, sales reps, retail and wholesale. Responsible for selling over 140,000 copies.

1999–2007 • Campbell Ewald Advertising, Warren MI

Senior Copywriter Create ads, radio spots, and promotional materials that help increase customers and deposits for National City, a top-ten bank holding company. Write copy that speaks to a variety of audiences: retail, business banking, wealth management and investments. Part of team that introduced an industry-leading banking rewards program. Additional clients: General Motors Corporation, Delta Faucet, ImproveNet, Trip Rewards program.

1990–1999 • Self employed, Grand Rapids MI

Freelance Copywriter Make compelling ads, brochures, promotions and videos for a variety of clients, including First Michigan Bank, Zeeland Michigan. Boost sales of retail clothing store chain with billboard and radio campaigns. Create line of 50 greeting cards; market at floral trade shows. Write and market a series of booklets for store owners: *Words to Sell By*, *marketing advice for retailers*.

1987–1990 • Mendenhall & Leistra Marketing, Grand Rapids MI

Senior Copywriter Develop effective supermarket promotions for Bil-Mar and Sara Lee Deli manufacturers. Serve accounts in food, computers, trucking, athletic shoes, and furniture.

1985–1987 • Biggs Gilmore Associates Advertising, Grand Rapids MI

Copywriter Working with the creative director who created "Morris the Cat," create positioning theme, print, radio and TV spots for 20-store supermarket chain. Additional accounts in retail, home appliances, building products, industrial.

1981-1985 • Beurman Marshall Direct Mail Advertising, Lansing MI

Copywriter Create direct mail owner retention programs for General Motors accounts. Transform dated direct mailer into stylish, informative magazine called the *Buick Owner Report*, with circulation of one million Buick owners.

Education: B.A. Communications: Advertising major, Michigan State University