

Hsuan-min Chou
(Shen-min Chou)
Marketing Writer
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A creative writing professional who develops marketing materials for B2B audiences. More than 12 years of print and Web copy experience. Combines strong communication skills with the ability to quickly learn new concepts. Acclimates easily to new business environments and their creative processes. Samples available at <http://www.jumpbean.com/portfolio>, and by request.

Professional Experience

Marketing Copywriter (Freelance), Chicago, Illinois 2001-Present

Works together with large corporations and mid-size businesses to create marketing content that strengthens and invigorates their corporate and product brands.

- **Jones Lang LaSalle** (5 weeks, 2011), worked with knowledge department modifying global real estate company's products and services descriptions, executive bios, and case studies.
- **Restaurant.com** (6 months, 2010), drafted B2B articles for company's "After Dinner Mint" newsletter to help Restaurant.com partners grow their businesses. Wrote emails to promote company's gift-certificates and other dining services targeting Restaurant.com members.
- **Allstate Financial** (Simple Truth agency) (1 week, 2010), wrote 8-page brochure and laminate about financial services company's new annuity product. Crafted retirement savings scenarios for different age brackets. Rush project.
- **United Stationers** (Bond Group agency) (1 week, 2010), wrote B2B copy for office supply company's print catalog. Rush project.
- **Kellogg School of Management** (7 months, 2009), led marketing effort for school's IT department. Wrote emails and Web copy promoting services to faculty, staff, and students. Used SharePoint to create and publish support documentation.
- **Walgreens** (1 month, 2008), collaborated with Web team to create interface for pharmacy's new online drug prescription service, ReadyDose. Worked from wire frames to create a positive user experience. Also wrote FAQ's and scripted a tutorial. Assisted other writers with overflow work for WPhoto and other services.
- **Active and Able** (2 months, 2008), wrote catalog copy targeting senior citizens.
- **The Beloved Community** (Taproot Organization) (3 months, 2008), donated time and resources alongside other marketing professionals to help The Beloved Community, a non-profit organization, develop a branding campaign to attract new benefactors.
- **Visa** (New Control agency, 1 month, 2007) and **Discover Card** (2 months, 2007), wrote emails, buck-slips, packages, and customer letters.
- **Catbird Networks** (Ongoing client, 2002-2006), acted as Internet start-up's off-site creative team writing Web copy, white papers, sales slicks, and support materials.
- **IMI Cornelius** (2 months, 2006), crafted mailers, data sheets, and trade show materials for beverage machine maker to distribute at trade shows.
- **TransUnion** (2 months, 2005), wrote brochures and direct mail pieces (mailers, letters) for Hong Kong and Canadian clients.

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- **Allstate Financial** (Digitas agency) (1 month, 2004), drafted Web copy that helped personal investors choose annuities and college savings plans. Created drafts using the Interwoven content management system (CMS).
- **Initiate Systems, an IBM Company** (Ongoing client, 2002-2004), wrote emails and Web copy on an as-needed basis. These were generally rush projects.
- **Hewlett-Packard** (2 months, 2003), wrote competitive response articles describing how HP competitors use sub-standard (or counterfeit) parts in their HP-compatible printer cartridges.
- **Lincoln Park Chamber of Commerce** (Ongoing client, 2001-2003), rebranded organization's Web site, and wrote organization's B2B collateral (brochures, letters, and PR).
- **SPSS, an IBM Company** (Ongoing client, 2000-2002), helped reposition corporate Web site (improved SEO and messaging) and wrote white papers and multimedia script.
- **Learning Insights** (Ongoing client, 2000-2001), repositioned start-up e-learning company's Web site with new messaging. Wrote white papers and newsletters.

Open Port Technology, Chicago, Illinois

1998-2000

An Internet start-up that developed messaging solutions for telecommunications companies.

Senior Marketing Copywriter

Self-starter responsible for developing all corporate and product collateral.

- Provided sales team with tools necessary to begin client relationships, such as Web copy, brochures, white papers, sales proposals, product bulletins, and application notes.
- Performed public relations duties, including writing press releases announcing new customers and products; and coordinating editorial call-downs with freelancers and customers' press agencies.
- Managed team of freelance copywriters, including public relations specialist.

Published Articles

- Bell, Alex. "Is Nearshoring a Real Alternative to Offshoring?" *CIO.com* Mar. 2005:
http://jumpbean.com/portfolio/article_bw_is_nearshoring_alternative_to_offshoring.pdf.
- Koch, David. "IT Focus Must Change for New Technology to Succeed." *National Underwriter* Aug. 2002: http://jumpbean.com/portfolio/article_vi_natl_underwriter_visibillity.pdf.
- Storch, Randy. "Turning the Internet into the Universal Network." *Internet Telephony* Sep. 1999:
http://jumpbean.com/portfolio/article_opt_ip_telephony.pdf.

Software Skills

Proficient in Word, Dreamweaver, Acrobat, PowerPoint, Twitter (Mrktg_cpywrtr), and Vignette; familiar with Excel, Interwoven, Linux, and SharePoint. Macintosh and Windows proficient.

Education

University of Chicago, Chicago, Illinois

- Masters of Arts, Creative Writing/Humanities
- Bachelor of Arts, English Literature