



# Erick Mertz Writing

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## **Objective:**

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I am seeking freelance copywriting opportunities allowing me to utilize an innovative writing style, and creative editing skills to convey clear marketing messages.

## **Copywriting Expertise:**

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- Strong client communication abilities;
- Strong web and print authoring experience;
- Excellent critical thinking around forming rules and regulations that prove effective to a wide spectrum of end users;
- Proficiency in computer publication programs on a broad range of platforms;
- Search Engine Optimization;
- Extensive business and non-profit experience;
- Proficient in green marketing;
- Creative development of innovative sales materials.

## **Professional Writing/Production Experience:**

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- Wrote successful a series of RFPs for local construction contracting firm.
- Developed educational instruments for graduate program at the University of Central Florida. Developed script, produced audio/visual segments and assisted with tuning final copy for implementation in their Master of Marketing program.
- Developed rules documents for local board game company. Worked on a team of test marketers, screening players and crafting effective copy of the instructions.

- Implemented an effective Kickstarter campaign for independent film producer. Wrote their project description, developed incentives and monitored campaign and ultimately finished at over 110% of projected target financial goals.
- Developed policy and procedure documentation with Oregon Technical Assistance Corporation (OTAC). Project anticipated the implementation of new core competencies for Oregon based Case Managers/Service Coordinators. Wrote original content, articulated competency statements and learning objectives, while consulting on methods of distribution to providers statewide. Worked with guidelines provided by OTAC and Centers for Medicaid Services.
- Created wide range of advertising content for Fluid Marketing Concepts in Portland, Oregon. Worked as contract writer on a variety of their green homebuilder projects. My original copy focused on highlighting energy efficient products, progressive local homebuilders and innovative remodeling practices. The company's "Going Ductless" campaign and 2011's Energy Trust of Oregon Green Homebuilder profiles serve as specific highlights of my work.
- Developed website and marketing content for McFarland, Pyle and Stone, a startup law firm based in both Oregon and Colorado.

## **Previous Work & Journalism Experience:**

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- Over ten years service as a Program Director for a non-profit social work company. Experience in program management and development. This experience gives me extensive knowledge of the needs of non-profits companies.
- Worked in real estate companies in a variety of roles, from title and mortgage loan processing to supporting sales agents and brokers in the field.
- Worked as a music/book/movie reviewer for on-line journals such as Kevchino, Rain Taxi and Cosmic Debris. Wrote freelance articles for *The Sellwood Bee*.

## **Education & Organizations:**

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- Current member of the Northwest Editors Guild, 2009 through present.
- Bachelors of Arts, English & Comparative Literature, University of Oregon.

*Professional Writing/Production References Available Upon Request*

*[www.erickmertzwriting.com](http://www.erickmertzwriting.com)*