

Ron J. Lee

Freelance Copywriter (B-to-B and B-to-C)

Ann Arbor, MI

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WORK EXPERIENCE

FREELANCE COPYWRITER

August 2021 – Present

- Long form and short form copy: Marketing content, advertising, editing and branding.

NSF INTERNATIONAL

Marketing Specialist: Testing, Inspections and Certifications

November 2019 – July 2021

- Content writer, social media manager and demand generation strategist for a global public health organization based in the U.S.
- Provided marketing support for a commercial food equipment program that continues to dominate its market and a nonfood compounds program experiencing strong revenue growth.

Contract Writer (through Creative Circle)

October 2018 – October 2019

- Gave writing support for different NSF programs including water safety.

FREELANCE COPYWRITER

November 2017 – September 2018 (for various ad agencies)

September 2008 – December 2010 (for The Yaffe Group)

- Advertising work for a wide range of clients including: **DTE** (Michigan utility company); **Credit Union Solutions Group** (national marketing program); **McLaren Health** (Michigan healthcare system); **Covenant Health System** (Lubbock, TX); **Snyder's Drug Stores** (Minnesota)

REAL INTEGRATED

Associate Creative Director/Sr. Copywriter

January 2011 – October 2017

- Raised the quality of daily creative work that covered broadcast, print, out-of-home, direct mail, digital content and websites.
- Managed and mentored a team of writers and art directors.
- Elevated advertising/marketing programs in the following business categories:

Entertainment/Attractions

- **The Henry Ford** (national history museum based in Dearborn, MI)
- **Soaring Eagle Properties** (casinos, water park and resort in Mt. Pleasant, MI)
- **Desert Diamond Casinos** (located in Tucson, and Phoenix, AZ)

Specialty Insurance

- **Burns & Wilcox/Kaufman Financial Group** (global specialty insurance wholesaler and brokerage)

Healthcare

- **Beaumont Health** (healthcare system serving the metro-Detroit area)

Retail

- **Olga's Kitchen** (restaurant chain based in metro-Detroit)
- **KFC** (serving franchisees in Michigan and Pittsburgh, PA)

Engineering

- **Daifuku** (automation technology)
- **Tellurex** (thermoelectric technology)

Defense

- **General Dynamics Land Systems** (makers of the M1 Abrams tank)
- **Cammenga tactical gear** (official compass manufacturer of the U.S. military)

Financial

- **DFCU Financial** (credit union with several branches throughout Michigan)
- **The State Bank** (mid-Michigan bank with several locations)

Education

- **Oakland University** (based in Rochester, MI)
- **The University of Michigan-Dearborn** (satellite campus)

THE YAFFE GROUP

Copywriter (Jr. to Sr.)

October 1996 – August 2008

- Head writer for the following businesses and organizations:
 - **Art Van Furniture** (Midwest furniture retailer based in metro-Detroit)
 - **The RoomPlace** (Chicago-area furniture retailer)
 - **Grand Home Furnishings** (one of the south's biggest furniture retailers)
 - **Kane's Furniture** (furniture retailer based in central Florida)
 - **Memorial Hermann Health System** (Houston, TX)
 - **Murray's Discount Auto Stores** (Midwest auto parts retailer)

EDUCATION

CHICAGO PORTFOLIO SCHOOL (FORMERLY KNOWN AS AD ED) – Chicago, IL

THE UNIVERSITY OF MICHIGAN – Ann Arbor, MI

Bachelor of Arts in Psychology and Communication Studies