

Mary Saracino
Denver, CO 80204
marysar1004@msn.com

Mary Saracino brings a wealth of expertise and industry-savvy to all facets of marketing and business communications. She is highly experienced in all aspects of concepting, copywriting, and editing and has written for a variety of industries including financial services, telecommunications, health care, school products/yearbooks, alternative transportation, non-profits, and e-business solutions providers.

Mary's copywriting career began at Media Rare/Foresight Consulting in St. Paul, MN and continued at S.E. Nelson Advertising, in Minneapolis, MN. Several years later, she launched her freelance copywriting business. She received her B.A. in English from the College of St. Catherine in St. Paul, MN, where she was elected to Phi Beta Kappa. She completed her Masters coursework in American Studies at the University of Minnesota, Minneapolis.

Highlights of Mary's work include:

- **Jostens, Inc.** Serves as ongoing Managing Editor/Writer for *Jostens Adviser & Staff*, an educational magazine distributed twice a year to yearbook advisers across the country. In 1996, researched and wrote an eighty-page commemorative booklet celebrating the history of yearbooks for Jostens 100th corporate anniversary.
- **Eagle Legacy Credit Union.** Concepts and writes marketing materials for a Denver-metro area credit union to promote its products and services, increase membership and build awareness of its financial service offerings.
- **Denver Community Federal Credit Union.** Concepts and writes marketing materials for a Denver-based credit union to promote its products and services, increase membership and build awareness of its financial service offerings.
- **Great West HealthCare.** Wrote brochures, sales sheets, PowerPoint presentation content, and other marketing materials to help launch Great West's Healthy Frontiers product line.
- **Porter Adventist Hospital.** Write patient-centered brochure copy to promote Porter's hospital-based programs, including Cardiac Rehab, Critical Care, Diabetes Self-Management Education and Wound Care Clinic. These brochures are informational and designed to increase awareness of program benefits to intended audience(s). They also reinforce Porter's new branding message.
- **OurHubbub.com; Jostens, Inc.** Wrote content for Jostens' OurHubbub.com MemoryBooks, professionally produced scrapbooks covering a wide variety of topics and interests.
- **GO Boulder,** city of Boulder transportation division. Wrote and concepted communication materials for the 2000 launch of the city's new bus lines: the JUMP, LEAP, and BOUND. Ongoing copywriting for a variety of transit and alternative transportation programs, including Walk and BikeWeek, Walk Our Children to School Day, HOP, SKIP, JUMP, LEAP, and BOUND promotions, and more.
- **Environmental Affairs,** city of Boulder. Concepted and wrote copy for a campaign to increase awareness of Boulder's recycling efforts.

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- **DRCOG**, Denver Regional Council of Governments. Wrote a series of product information brochures for the general public to increase awareness of DRCOGs alternative transportation programs, including Carpooling, Teleworking, Vanpooling, School Pools, and the Guaranteed Ride Home® program.
- **FlatIron Shopping District**. Created launch materials and ongoing promotional communications for the center's ZIP shuttle, the first shopping district bus shuttle of its kind in the world.
- **AAA Colorado**. Wrote articles for the FYI column in the organization's monthly member magazine, *EnCompass*; also conceived and wrote ad copy for AAA Colorado's travel services division.
- **AAA Colorado AutoSource**. Developed concepts and wrote print ads, direct mail materials and newsletter articles to increase public awareness of the organization's car/truck leasing and buying services.
- **Qwest.com**. Developed new content for Small Business Web section of www.Qwest.com; wrote Web copy for newly created sections of this site spotlighting Qwest's new "Spirit of Service" branding message.
- **Living Celebrations, Inc.** Interviewed a 65-year-old woman and wrote her 50,000+ word biography that comprised the text portion of a commissioned Legacy, one-of-a-kind commemorative art piece/personal biography for a Poughkeepsie-based company that creates keepsake custom biographies and historical tributes for individuals, families and companies.
- **Courage Mountain Acupuncture**. Wrote web site content and brochure for a Boulder-based acupuncturist. www.couragemountain.com
- **Patti Maurer, Real Estate Agent, Coldwell Banker Devonshire, Denver, CO**. Write marketing and business communications materials to increase awareness of services to buyers and sellers. www.coloradohomes.com/CustomModules/Agent/ViewAgent.aspx?AgentID=292&OfficeID=7
- **Business-Smart Solutions, Inc.** Wrote web content and business promotion materials for a Boulder-based company that promotes business conferences and business authors. www.business-smartsolutions.com
- **Hülle**. Created product tagline and wrote web content for Denver-based Threads & Company to promote its Hülle car seat cover product line. www.threadsandcompany.com.
- **Stonegate Gardens, LLC**. Wrote web site content for this Denver-based landscape design firm. www.stonegategardensllc.com.
- **Denver Rock Drill Lofts**. Wrote web site content for a Denver-based urban loft development. Wrote tagline: "Industrial Strength Living"; URL: www.denverrockdrilllofts.com/rockdrill_home.htm
- **Faith Ranoli, Holistic Home Inspector**. Wrote web content for a Denver-based Holistic Home Inspector. www.faithranoli.com
- **Four Sure Vacations**. Wrote web content for a Winter Park, CO vacation rental share organization. Wrote tagline: "where play comes naturally"; URL: www.foursurevacations.com.

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- **ING-USA.** Wrote marketing-driven Web site copy for the launch of this financial services company's ING-USA Web site, www.ing-usa.com.
- **Navidec, Inc.** Wrote marketing-driven Web site copy to promote this e-solutions provider's business to Internet customers. Developed and wrote print sales materials to support the company's national sales, marketing and Web site efforts.
- **Disney Online.** Wrote a monthly online e-newsletter for subscribers to Disney's online venue, **Disney's Blast**, an edutainment site for children.
- **On the Avenue.** Conceived and wrote marketing materials for a multi-use development site (retail, office and residential). Developed a three-dimensional invitation to promote the site's groundbreaking event, which won a Bronze ARC Award from the Midwest Direct Mail Marketing Association.
- **Verizon.** Created a variety of marketing communications materials including internal promotions/incentive program brochures and program-related follow up materials, cover letters from division vice presidents and presidents, and national sales launch speeches.
- **Group Health/Health Partners.** Wrote and conceived communication materials for Minneapolis-St. Paul based HMO to promote its consumer health care product line, including GroupHealth Seniors, SeniorsPlus, GroupHealth Dental, and other health care coverage offerings.
- **ReliaStar Life.** Wrote a variety of marketing/promotional communications pieces for the company's sales incentive program. Also interviewed company executives and top sales achievers and wrote profiles for ReliaStar Financial Life Insurance's in-house publication *LifeStrive*
- **National Endowment for Financial Education (NEFE).** Copy-edited a variety of financial educational booklets designed to inform under-served populations about the how-tos of saving and building a stronger financial future.
- **Harcourt Educational Assessment.** Wrote six-grade level test questions for the company's reading comprehension testing program.

PROFESSIONAL EXPERIENCE

Sept. 1988 - Present FREELANCE WRITER/EDITOR

Marketing, advertising and promotional writing, editing and research services. Brochures, corporate newsletters, Web site content, corporate communications, sales materials, direct mail, print ads, radio spots, video scripts.

June 2010 – Present, EDITOR, Scribendi.com, online content and copy editing of materials submitted by high school, college and graduate school students, business professionals, aspiring creative writers, and unaffiliated individuals.

January 2009 – September 2011, WRITING TUTOR, Smarthinking.com, online tutoring of high school, community college, undergraduate and graduate level students (teenagers to adults) in all facets of academic composition and creative writing to improve writing skills.

Jan. 2004 – Dec. 2005, WRITING TUTOR, Writing Center, Community College of Denver, Denver, CO. Tutored Community College students (teenagers to adults) to improve academic writing skills (academic essays, research papers, narrative essays). Worked with a broad range of students from a wide range of cultures. Tutored first-generation, immigrant students to help with their ESL concerns. Tutored adults with "rusty" writing skills who were returning to college after a long absence.

Jan. 2004 – Dec. 2005, Writing Center, Community College of Denver, Denver, CO
Writing Tutor. Tutored Community College students (teenagers to adults) to improve writings skills.

April 1986-Sept. 1988 S. E. NELSON ADVERTISING, INC., Minneapolis, MN
Copywriter. Advertising & marketing writing services from concept to copy. Clients: Group Health/Health Partners, On The Avenue retail complex, Bemis Company, Naeve Hospital.

Sept. 1985-April 1986 MEDIA RARE, INC. & FORESIGHT CONSULTING, St. Paul, MN
Writer Wrote advertising/marketing materials. Wrote & edited public affairs communication materials.

June 1985-Sept. 1985 CHRYSALIS: A CENTER FOR WOMEN, Minneapolis, MN
Writer/ Board of Directors Liaison. Wrote promotional materials for a non-profit agency serving women in transition. Materials included direct mail, fund-raising letters, press releases. Edited annual report and employee handbook.

EDUCATION

- M.A. coursework completed, American Studies, University of Minnesota, Minneapolis, MN.
- B.A., English, College of St. Catherine, St. Paul, MN. Phi Beta Kappa.

REFERENCES: Available Upon Request