

RENÉE M SOUCY

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SUMMARY

I've spent over a decade creating award-winning copy writing and content for some of the biggest names in global business, the smartest names in start ups, the most prestigious names in philanthropy and just about everyone in between.

A career freelance writer who started out in journalism and PR, I have lived and worked in London, New York, Los Angeles and Bangalore. I offer clients a unique, internationally informed and business focused approach along with an articulate, natural talent in the role of a senior-level freelance copywriter and content strategist.

Noteworthy clients include: MakerBot, Mobile Marketing Association, MasterCard, JP Morgan Chase, SONY, Nestlé Waters NA, The Carnegie Corporation, JSTOR, Scholastic and others. A full list appears on my website along with samples of my work.

Specialties: web copy writing, content strategy, new business pitches, content creation, campaign and tagline creation, product naming, editing/rewriting of existing content, video scripts, marketing collateral, print campaigns, banner ads, style guides, print ads

SKILLS

Social Media Marketing	Creative Direction	Advertising
Email Marketing	Marketing Communications	Digital Media
Content Management	Corporate Communications	User Experience
Content Development	Publishing	Digital Strategy
Blogging	Marketing	E-commerce
Newsletters	Facebook	Web Content
InDesign	Mobile Marketing	Content Strategy
Copywriting	Interactive Advertising	Digital Marketing
SEO	Integrated Marketing	

EXPERIENCE

PondyART

02 / 2015 - Present

US Media and Outreach

PondyART is a noteworthy international public art project based in Pondicherry, India. A recent show, the large-scale photo installation formerly entitled Tribals of the Indian Subcontinent (now renamed ADIVASI) featured the work of renowned & photographers from around the world. PondyART has been invited by the Indo-American Arts Council (IAAC) to bring the show to a yet-to-be-determined large outdoor space in NYC in 2016.

I work with PondyART's founder, Kasha Vande towards this goal through in-person meetings and presentations, building the show website, leveraging existing contacts and friends in the arts, and providing consultation on all things digital media and marketing.

Pondy ART challenges the more traditional approach to exhibition installation by experimenting with venue, material, lighting, scale and presentation. To draw crowds from all social and economic backgrounds together in public space to enjoy and discover the arts as well as learn from them, Pondy ART augments the exhibitions with free workshops, projections and performances thus adding additional public education and entertainment elements to the visual

presentation.

Hooked On India

11 / 2013 - Present

Founder

“How is one to make any simple summary... about so multiform a subject, hailing from that vast metamorphic, continent-size culture, which feels like a non-stop assault on the senses, emotions, imagination and spirit?” – Salman Rushdie

Hooked on India is a personal project of mine dedicated to sharing the appreciation, understanding and celebration of the arts, cultures, history and traditions of India and the Sub Continent as they manifest within India, via the Indian diaspora and through the work of those who derive deep inspiration from traveling to or living in India.

Presently existing as a Facebook Page news feed for 4K+ fans in India, the US, UK, Continental Europe, Italy Russia and the Arabian Gulf States, Hooked On India is updated with daily inspiration and news which re-focuses current perceptions and ideas about the sub continent.

Voltari

08 / 2013 - Present

Sr. Copywriter, freelance

Voltari turn big data into the most effective, relevant mobile marketing campaigns for clients in a broad variety of industries. As a freelance copywriter, I've worked on marketing materials and white papers for this leading name in mobile.

Notably, I collaborated as lead writer from Voltari to the Mobile Marketing Association's Location Terminology Guide (Sept 2013).

C&G Partners

02 / 2008 - Present

Freelance Copywriter & Content Strategist

2009 - I provided content analysis, content strategy and copywriting to various projects with C&G Partners, including Carnegie Scholars and the award-winning redesign of Portico.org which is dedicated to preserving today's digital academic journals for future scholars.

2015 - Working with many of the same team members, I provided content strategy and social media strategy to Macaulay Honors College (CUNY). Additionally, I worked on membership materials for The Optical Society (OSA), an esteemed professional association of scientists, academics and business people all focused on the science and industry of light-related technologies.

Renee Soucy

08 / 2000 - Present

Sr. Copywriter & Content Strategist - Freelance

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Kathy Kuo Home

09 / 2011 - 01 / 2015

Freelance Sr. Copywriter

There's nothing better than writing about what you love and there are many reasons to love Kathy Kuo's interior design e-commerce site.

Product descriptions, email blasts, blog articles on design trends, and the development of the brand's core voice and messaging are just a sample of what I've provided. Excellent merchandise, great brand & exceptional client.

MakerBot®

09 / 2013 - 12 / 2013

Freelance Senior Copywriter

In late 2013 I was approached by MakerBot, the leading name in consumer 3D printing to craft concepts and copy for the launch of products now available on their digital store.

From icons of aviation to a sputnik-style monkey in space, these were particularly satisfying and fun projects.

FDTdesign

2005 - 04 / 2013

Content Strategist & Copywriter

I continue to work with FDTdesign on a variety of projects serving businesses, foundations and the arts. Recent projects have included marketing collateral for a Manhattan real estate company and the redesign of brand collateral and messaging for a large professional organization.

I worked with the team at FDTdesign on a three year creative campaign for the Toy Fair, the largest show of its kind in the Western Hemisphere. Print ads, signage and all variations of branding were included. Also worked on the branding and launch of a new website for Rosie O'Donnell's children's charities.

Enchanting Travels

10 / 2009 - 06 / 2012

Sr. Content & Marketing Consultant

They say follow your bliss, and mine led me to an adventure in India, creating custom itineraries for travelers booking custom trips with Enchanting-India. However it soon became clear that I should be combining my passion with my experience and talent in marketing and writing.

Since 2010 I've consulted to Enchanting, growing their FB fans to almost 2K, writing newsletters and news articles for their website, and most recently shooting, editing, scripting and narrating 70 videos highlighting India's most captivating destinations and hotels.

CyberMedia

2010 - 2010

Consultant

Consulted on projects for IBM and biotech clients.

Impelsys

02 / 2008 - 10 / 2009

Sr Copywriter

Impelsys is a leader in providing electronic content delivery solutions to the global publishing market. They help clients compete, evolve and grow in an increasingly complex marketplace.

I played an integral role in refining their overall brand identity, launching the iPublish Central platform, and authored numerous brochures, presentations and web pages.

Ogilvy & Mather _

07 / 2008 - 09 / 2009

Freelance Copywriter

I co-created a rich media campaign focused on alternative energy for BP, authored articles on DuPont's various initiatives in BRIC countries, created promotional materials of the Tyvek, wrote emails for Met Life, and thoroughly enjoyed working with the team at Ogilvy.

KNB Communications

2009 - 2009

Web Copywriter & Content Strategist

Consulted on the rebranding and wrote copy for the launch of a new website for KNB.

Toy Industry Association - Toy Fair

2006 - 2009

Senior Copywriter, Copy Director

Crafted copy for a three year campaign promoting the Toy Fair. Print, interactive, signage... you name it - I wrote it!

IconNicholson / LBi International

2005 - 2008

Freelance Copywriter

I've worked with the team at Icon on projects for MasterCard, NestleWaters, Forrest Pharmaceuticals, JSTOR, and more.

The Brewery - New York

03 / 2006 - 08 / 2007

Freelance Copywriter

I loved working with The Brewery New York and highlighting the gorgeous colors, innovative technologies and design possibilities of CaesarStone quartz surfaces via brochures and web profiles.

Party City

2006 - 2006

Consultant Content Strategist, Writer

Created various instructive articles on children's party planning and decorating.

Publicis

06 / 2005 - 09 / 2005

Freelance Copywriter

When the Pillsbury Doughboy came calling, I answered and helped to create a 1M+ visited interactive "Toaster Strudel Doodle" art contest for kids. Great project and a lot of fun.

Euro RSCG Life

2002 - 2004

Freelance Copywriter

Contributed to projects (very) large and small for a variety of healthcare clients.

kinetiscope

2000 - 2001

Freelance Copywriter

I worked on marketing messaging for what was then a revolutionary XML-based server solution for Information Architects, and worked closely with SONY's internal marketing team to develop an interactive kiosk for the Clie PDA.

iguana studios

1999 - 2001

freelance copywriter

This terrific dot com brought may talented people together. It was a pleasure to work on their brand messaging and for finance client MA Partners.

Illusion Fusion

1998 - 1999

Freelance Copywriter

This was a definitive "dot com boom" assignment that brought all kinds of terrific projects into my realm. Alex Toys, Chase Bank, and Blackboard.com were a few of the noteable projects. I'm proud to say that I'm still in touch with quite a few of the art directors and creatives from these days!

EDUCATION

University of the Arts London

1992 - 1994

BTECH , Journalism & PR

American College of Liberal Arts

1990 - 1994

Associates , Design

HONORS

I have contributed to three Web Marketing Association Award winning projects over the course of five years (2006-2011). Most recently, my work with New York's C&G Partners on the Portico.org website won the Web Marketing Association's Non-Profit Standard of Excellence in October of 2010.

LANGUAGES

English

PUBLICATIONS

How to Live Big in Manhattan Without Going Broke

08 / 2003

CityWise Guides · Authors: Renée M Soucy, Arianna Martinez, Rich Beattie, Dave Alhadeff, Mike Livermore, Colleen Kane ·

<http://www.amazon.com/Live-Manhattan-Without-Going-BROKE/dp/0972955410>

How To Live Big In Manhattan Without Going Broke is a very handy and practical guide for living well in New York City on a modest budget for those of limited financial means. Invaluable tips concerning the real estate (including a survey of New York neighborhoods); locations that give free food or which offer cheap eats; clubs that admit patrons for free; low-cost/no-cost activities and spectator sports; affordable shopping locations; and a great deal more are packed into the pages of this excellent and highly advisory to living well and staying entertained in one of the most popular sections of "The Big Apple". A welcome and thoroughly "user friendly" resource for native city dwellers, college students, new arrivals, and business/vacationing visitors, How To Live Big In Manhattan Without Going Broke would serve as an excellent template for similar resource guides for other American cities.