

Arthur K. Steinmark

Copywriter & Consultant

P.O. Box 226
New Hope, PA 18938

P: 215.862.2339
arts@newhopeadvertising.com
www.newhopeadvertising.com

Summary of Experience and Capabilities

Freelance and extended onsite agency assignments (1987–present)

- A highly versatile, experienced and capable copywriter
- Conceptual thinker and team player
- Can lead and direct projects of any size
- Deep experience with advertising, websites, print collateral, PowerPoint and Flash presentations, DM, PR and feature articles
- Additional experience: Radio and video, business plans, grant proposals, museum exhibits, other formats
- Software skills: Mac OS, MS Office, Acrobat Pro; text editing in InDesign, Quark Xpress and HTML/online documents

Copywriter and Account Supervisor

Dana Communications (1984–1987)

- A full-service advertising agency
- Handled copywriting, strategic planning, budgeting and client service for B2B and public sector accounts
- **Highlight:** Promoted to account supervisor after winning and profitably directing several major pieces of business

Advertising Manager

Aydin Corporation, Vector Division (1981–1984)

- Aerospace electronics
- Responsible for all marketing communications planning and creative services
- Implemented advertising and public relations activities, and supervised staff to produce, print and maintain product-line catalogs
- **Highlights:** Developed all new sales literature for RF and digital product groups; published and promoted an acclaimed guide to a new military standard for data communications

Technical Writer and Program Manager

National Mine Service Company (1978–1981)

- Underground coal mining equipment
- Wrote and produced user manuals for lighting systems and hand-held atmospheric monitoring instruments
- Supervised and implemented program certifying lighting systems compliance with federal MSHA regulations
- **Highlight:** Extensive travel, government liaison and customer contact for on-site system design, evaluation and documentation

Education

- Master's Degree, English Literature | Trenton State College, Trenton, New Jersey
- Bachelor's Degree, English | Ohio University, Athens, Ohio
- Technical Certification | Institute of Audio Research, New York City

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B2B and Consumer Account Experience (Partial List)

- Alpha Associates — Industrial fabrics and composites.
- American Cyanamid — Agricultural and pest-control chemicals
- The Bank of Princeton — Commercial lending
- Beneficial Credit Corporation — Consumer finance
- Dow Jones — Online financial information service
- Duro-Test Lighting — Specialty lamps
- Fischer & Porter — Process-control instrumentation
- Fuji Electric — Process-control instrumentation
- Hovnanian Companies — Residential developer
- IntelliHealth.com — Online consumer healthcare information
- Julian Krinsky Camps & Programs — Sports and academic summer camps
- Lenox China — Fine china and gifts
- Lieberman Research Group — Market research
- Marketing Analysts Inc. — Market research
- National Drying Machinery — Manufacturing equipment
- Monitor Products (formerly Kerosun) — Home heating appliances
- Niagara Conservation Corp. — Home products direct marketer
- PDI Inc. — Pharmaceutical sales and marketing teams
- Pharmagistics — Pharmaceutical sampling, logistics and compliance
- Philips Electronics, Radiant Lamp Division — Commercial/industrial lighting
- Reed Technology and Information Services Division of Reed Elsevier — Electronic publishing solutions
- Simkar Corporation — Commercial/industrial and residential lighting fixtures
- The State of New Jersey — Public service campaigns for higher education, crime prevention and recycling
- Steel Craft Industries — Metal fabrication for the lighting industry
- Tempo Technologies — Synthetic industrial diamonds
- Total Research Corporation — Market research
- Verizon — Ongoing EAP promotions
- Westinghouse Lighting Solutions — PR and web for commercial lighting systems
- YMCA of the Upper Main Line — Capital campaign

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Pharmaceutical and Healthcare-Related Projects and Account Experience

- Medco Special Care Pharmacy — Detail aids, physician letters, outbound call scripts, office POS, pocket folder, flashcards, condition brochures (RA, HCV, MS, GHD)
- Nabi PhosLo — Patient education flip chart, brochure and tear-pad
- Barr Generics — Product advertising
- Cenestin — Promotional game concepts and copy; rep implementation guide
- Children's Specialized Hospital — Tradeshow display
- St. Francis Medical Center — :30 radio spot emphasizing recognized specialty centers of care
- Princeton Medical Center — Series of PR articles
- St. Peter's Medical Center — Book commemorating 100th anniversary; extensive rewriting, editing and project management
- Healthcare Providers Direct — Packaging and PI for home FOB test; conceptual work on HCP and patient materials for an in-office Chlamydia test
- HDI/Diascan Partner — Direct mail package for a new audio blood glucose meter
- Novo Nordisk — DTC promotion for insulin and prefilled syringes
- Triaminic — POS for OTC cough medicines/expectorants
- API Analytab — Unicept Testing System and other testing products
- Charles River Biotechnical — Monoclonal antibody contract production
- Oxford Pipette Systems — Repetitive syringe dispensers
- TSO3 Sterizone — Sales literature and advertising for a manufacturer of hospital sterilizers
- PDI Inc. Performance Sales Teams and Select Access Divisions — Advertising, PR, case studies, websites and collateral for contract pharmaceutical sales teams
- Pharmagistics — Advertising and web copy for pharmaceutical marketing logistics and compliance services
- U.S. Healthcare — Package for a back and spine treatment video