

Don Paul Browne

414.750.5902 / donpaulwrites@gmail.com
2148 Empire Drive, Waukesha, WI 53186

PROFILE

Experienced Freelance Writer skilled in creating content for “best-in-category” firms especially in the healthcare, IT, manufacturing, packaging, and hospitality industries. Additional experiences in sales, marketing & business development have been utilized to craft highly effective messaging.

SUMMARY OF QUALIFICATIONS

- **Ghost Writing & Copy Writing:** Created original copy for executive blogs, client emails, and a wide range of marketing initiatives for clients primarily in health care, hospitality, manufacturing, packaging and IT sectors.
- **Publication Writing & Publishing:** Took over writing & publishing duties for quarterly OFFPRICE fashion trade publication and increased sales by 5% with launch of new magazine website. Also launched digital versions of the quarterly on the new site that increased circulation by 17%.
- 15+ years of marketing experience including **Marketing Director** for trade show organizer, and 4 years as agency executive servicing accounts in several industries, especially commodities, manufacturing, packaging, trade shows & associations.
- A wealth of experiencing in working with / managing creative & production professionals, especially in **Graphic Design, Digital Product Delivery, Videography & eLearning**
- Excellent **Presentation** and **Public Speaking** skills.

EXPERIENCE

Ghost Writer / Technical Writer

SPIRITUS WRITING, LLC

Waukesha, WI

3/11 - Present

- Launched unique writing service that helps busy executives and marketing directors deliver a clear & reinforcing message to clients and targeted audiences
- Created original copy for executive blogs and patient emails for leading home delivery medical supplier
- Copy edited and developed technical content for websites, sales collateral and RFPs (Requests for Proposals) for rapidly growing IT services firm

- Wrote training guides and weekly “coach-up” emails to staff of 110+ service team members for growing restaurant & catering group
- Wrote grants for local chapter of *Ronald McDonald House Charities*

Chief Marketing Officer

LITURGICAL PUBLICATIONS INTERNATIONAL LLC (LPi)

Dublin, Ireland / Milwaukee, WI

5/12 – 5/16

- Launched new international firm that publishes church & community newsletters
- Recruited 3 churches & hired/trained 1 sales executive for Test Market 6-10/15
- Developed new business with 20 more churches & communities 11/15-4/16
- Wrote & Developed Sales Training Materials for Irish Sales Team using digital, video & print media
- Created & Executed Marketing Campaign for new operation, 5/16
- Promoted from Sales & Marketing Consultant for **LPi, USA**, 4/15

Product Manager – Airflow Solutions

METAL-ERA, INC.

Waukesha, WI 8/11 – 2/12

- Managed marketing and business development initiatives for new product line for commercial roof ventilation
- Developed sophisticated branding & outreach campaign in partnership with outside marketing firm
- Led copywriting & production efforts for marketing & educational tools, including video demonstrations & accredited webinars
- Gave accredited presentations to architects and roof consultants on Principles of Commercial Roof Ventilation

OFFPRICE SHOW / TARSUS GROUP PLC

Director of Marketing & Publishing

Brookfield, WI 4/04 – 3/11

- Created successful and innovative re-branding campaign for the OFFPRICE Show that positioned the show as a “fashionable” value alternative at Las Vegas Fashion Week
- Developed & implemented successful SEO initiatives for OFFPRICE Show that resulted in record increases in both new & international buyer-attendees
- Led re-design and re-brand of Off Price Show’s quarterly magazine with fresh new look, feel & approach that speaks to the fashion community
- Edited & Co-Produced on-site show videos to support sales & marketing efforts
- Launched, wrote and edited bi-monthly e-newsletters for TSNN.com, Promotional Merchandise USA and the OFFPRICE Show
- 2 Off Price Shows were awarded *Trade Show Executive’s Fastest 50* (recognizing the fastest growing trade events in the U.S.), 2/11
- Launched niche trade show for packaging services sector that attracted 110 exhibitors and 1,500 delegates in first year, 5/04
- Wrote web & sales / marketing content for packaging and label technology trade events

Director, Hospitality Division / Account Manager

TRUNGALE, EGAN & ASSOCIATES

Chicago, IL 5/00 – 4/04

- Sold & Managed integrated marketing services for best-in-category agency doing \$2.5 million in annual billing
- Developed successful hospitality division utilizing unique industry skills sets
- Managed successful re-branding campaigns for clients in financial services, manufacturing, packaging, non-profit, restaurants, trade shows, association & publishing
- Landed the biggest account in the company's history that accounted for more than a third of the firm's annual billing

ADDITIONAL

Dual Citizen, REPUBLIC OF IRELAND, 2/91 - PRESENT

Delegate, LPI RISING STARS INVITATIONAL SALES CONFERENCE, 3/13

Muda Fighter Certification, METAL-ERA CI TRAINING PROGRAM, 8/11

Honoree, TRADE SHOW EXECUTIVE'S FASTEST 50, 3/11

Conference Presenter, MARKETING SHERPA EMAIL MARKETING SUMMIT, 2/08

Teacher, KENDALL COLLEGE, Chicago, 2/02 – 6/03

Housing Commissioner, CITY OF EVANSTON, 8/99 – 7/01

Founder/President, EVANSTON SMALL BUSINESS ASSOCIATION, 7/98 – 1/01

Co-Founder / General Manager, CHIEF O'NEILL'S PUB, 3/99-5/00

General Manager, CLEAN PLATE CLUB RESTAURANT GROUP, 8/92 – 3/99

EDUCATION

Master of Labor & Industrial Relations

MICHIGAN STATE UNIVERSITY, School of Labor & Industrial Relations

East Lansing, 12/91

Bachelor of Arts, International Relations & Urban Policy Duo-Major, Minor in Spanish

MICHIGAN STATE UNIVERSITY, James Madison College

East Lansing, 12/89

- Overseas Study, CAMBRIDGE UNIVERSITY, England, Summer, 1987