

# Frank P. Addressi

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Freelance writer with over 20 years of experience in copywriting, article writing, creative fiction, poetry and children's stories. Possesses a B.A. in English and sharp sense of humor.

## **Summary of Qualifications:**

Versatile and talented writer highly proficient across multiple areas of communication, including non-fiction and fiction creative writing, copywriting, letters, press releases, business materials, reviews, proposals and manuals. More than 20 years of creating creative copy for direct mail and promotional materials, including; brochures, flyers, newsletters and direct mail. Authored numerous essays and articles for publication under both my name and as a client focused ghostwriter. A skilled researcher and a meticulous adherent to deadlines delivering only top shelf work with integrity and enthusiasm.

## **Core Competencies:**

Articles, Essays, Copy Writing, Blogging, Direct Mail, Brochures/Newsletters, Sales Promotions, Proposal Development, Press Releases, Editing, Research, Short Fiction, Children's Stories, Print Production, Graphic Design, Database Development, SEO, HTML

## **Professional History:**

More than 20 years spent in a variety of positions in the creative fields ranging from graphic design to art director and creative lead. Provided art and creative direction at boutique and small advertising agencies where I supervised a variety of projects across an assortment of media such as print, web\digital and video. As creative lead with heavy client contact I developed content and copy for web and print projects.

Acted as Production Manager for Print\Newspaper\Magazine publisher where I had manifold responsibilities including management of multiple shifts in the production of numerous weekly, bi-weekly monthly and semi-annual publications.

## **Education:**

- BA in English St. Francis College

## **Memberships, Certifications, Awards & Licenses:**

- Pennsylvania Licensed Insurance Agent; Life, Accident, Health, property and casualty
- School Board Director
- 3 Microsoft Certifications; Server, Office, Windows
- 10/10 exams passed for oDesk and Elance Certifications
- Dictionary.com Word Dynamo Score 50,815
- EPYSA E Coaching License