

1000 HORATIO STREET TAMPA, FLORIDA 33606

T 813.415.3270 E SHEENAZ@AOL.COM PORTFOLIO WWW.SHEILAZUBROD.COM



SHEILA ZUBROD

WRITER | DIGITAL STRATEGIST & CREATIVE FUTURIST

PROFILE

Award winning blue chip creative director and brand manager; fluent in social media strategy, multi-channel and direct response writer. Long copy skills include media kits, white papers, speech and ghostwriting.

EXPERIENCE

FREELANCE SOCIAL MEDIA STRATEGIST & CONTENT WRITER 2013

Clients include Schifino Lee, the Greater Tampa Bay Chamber of Commerce, Rapport Advertising, NZ, and Hillsborough County Board of Supervisors Social Media Teach-In.

TAMPA BAY BUCCANEERS MANAGER OF MARKETING COMMUNICATIONS 2012

Contracted to help in rebranding via print, radio, and billboards as well as develop an integrated social media plan utilizing assets across Pinterest, Instagram, Instagrids, Tweet Ups, foursquare. Related projects include retention and acquisition email, direct response including invitations and creation of unique copy platforms for membership levels.

PROJECT WRITER 2009 – 2011

Assignments included white papers on best retail Facebook practices for Buddy Media, underarm sweating webisodes for Botox, ghostwriting for a cosmetics legend, and sweepstakes concepts and copy for Bing.

DIRECTV.COM SR. WRITER | CONTRACTOR 2007 – 2009

Responsible for rebranding Direct-TV via web content relevant to sports promotions including UFC, WWE, Cricket Ticket & U.S. Open events, Pay-Per-View movie descriptions. Key role in content strategy for all premium and entertainment pages as well as overall site SEO tactics and implementation.

FREELANCE MULTI-CHANNEL WRITER AND STRATEGIST 1997 – 2000

Freelance client roster included Daily Makeover, Pfizer, iBeauty.com, Charter Cable, Mayflower Inn & Spa, Time Warner, Ameritech, Charles Schwab, BMG, Giorgio, American Express, Harley Davidson & The Whitney Museum. Assignments included Facebook apps, strategic planning, copy platforms, developing website content, new business pitch decks, collateral materials and keynote speeches for Pfizer CEOs domestically and international.

AGEWAVE CREATIVE DIRECTOR SAN FRANCISCO & NEW YORK 1994 – 1996

Led new business pitches and campaign execution for nine Blue Cross Blue Shield HMO's and Medicare organizations across the country. Creatively translated the physical and emotional needs of men and women over age 50 via text, fonts and color palettes based on research from key U.S. gerontologists.

KRUPP TAYLOR CREATIVE DIRECTOR NEW YORK 1991 – 1993

Launched new PC DIGITAL via print campaign and direct response media. With the '91 launch, DIGITAL jumped from 39 to 16 in rank among nation's top direct mail vendors, surpassing L.L. Bean, Land's End, Compaq, Dell and IBM.

COHN & WELLS CREATIVE DIRECTOR & SR. VP. LOS ANGELES 1989 – 1991

Launched LA Division of Cohn & Wells. Created direct response acquisition, retention, copy platforms and strategy for Neutrogena, Nissan, Toshiba Copiers, Security Pacific Bank, First Interstate Bank, Bank of America and Sanwa Bank, executed via print, mail, door hangers, on-site environments--as well as employee motivation kits.

CHIAT-DAY DIRECT CREATIVE DIRECTOR LOS ANGELES 1988 – 1989

Launched Chiat-Day LA DR Agency. Client wins included all direct response for Nissan and Dell Computers! Awarded first-place Caples for Dell Catalog launch—first computer catalog to include now-standard specs, comparison cart and targeted market strategy versioning.

MCCANN DIRECT CREATIVE GROUP HEAD NEW YORK 1984 – 1988

Winner of the only New Business Award from Interpublic ever awarded to a direct response writer. Led American Express Gold Card acquisition and retention teams, Shearson Lehman print and the Government of India direct response print.

OGILVY & MATHER DIRECT COPY WRITER NEW YORK 1982 – 1984

Awarded two Caples and three Echos for American Express and AT&T direct response.

Education

University of Maryland, College Park Campus — BS, 1972