



**LISA McCOMSEY**  
**Writer & Editor | Marketing Consultant**

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## SUMMARY

- Award-winning copywriter and creative communicator with optimal research, editing, and proofreading skills; thorough knowledge of grammar
- Highly versatile, with ability to write in a variety of styles for diverse audiences and media
- Former co-owner of marketing firm, possessing thorough knowledge of marketing and proven managerial expertise
- Team player and self-starter; accountable and deadline driven

## PROFESSIONAL EXPERIENCE

### Entrepreneurial Highlights

#### **Freelance Copywriter | Editor | Marketing Consultant** 2001 – Present

- Conceptualize and write print and digital marketing materials, including Web sites (general and SEO), e-mail campaigns, blogs, social networking, advertorials, brochures, direct-mail campaigns, speeches
- Consult with businesses to create and implement marketing programs; extensive experience in magazine-publishing industry and with small and launching companies
- Work closely with design team to collaborate on direction, look, feel, and tone of project

#### **Partial Corporate-Client Roster:**

Aeropostale ■ Allure ■ American Express Custom Publishing ■ Bon Appétit ■ Brides  
Condé Nast Traveler ■ Entertainment Weekly ■ Edelman PR ■ Every Day with Rachael Ray ■ GQ  
The Home & Garden Group @ Reader's Digest ■ House & Garden ■ In Style ■ Lazy Susan  
Modern Bride ■ The New York Times ■ People ■ R/GA ■ Redbook  
Time Inc. Corporate & Human Resources ■ This Old House ■ Vanity Fair

#### **Co-Owner, Flying Turtle Marketing** 2002 – 2009

- Oversaw the company's writing, research, and editing divisions
- Served as associate creative director and copy supervisor
- Coauthored and published the critically acclaimed book, *Get Ready! Start Marketing Your Small Business Like a Pro in 15 easy, do-it-yourself steps*

## Corporate Highlights

#### **TIME WARNER INC.** 2003 – 2005 | 1999 – 2001 | 1990 – 1993

##### **Real Simple Magazine – Creative Services Copywriter**

- Conceptualized, researched, and wrote all marketing materials, including advertorials, brochures, booklets, comps, sell sheets, executive speeches, Web content, and collateral for the magazine's signature event, Get Organized America

##### **People en Español Magazine – Promotion Manager**

- Researched, wrote, and coordinated all promotion, advertising and creative materials, including advertorials, sell sheets, direct mail, speeches, and presentations
- Helped conceptualize and wrote collateral materials for *People en Español's* re-launch

### **Life Magazine – Creative Services Manager**

- Managed four-person group responsible for all aspects of advertising sales support, including special sections, presentations, sell sheets, speeches, premiums, contests, and merchandising
- Researched, wrote and coordinated all promotion, advertising, and creative materials
- Interviewed world-class photographers and wrote event materials for *Life's* Alfred Eisenstaedt Awards for Magazine Photography

### **People Magazine – Writer/Project Manager; Copy Supervisor**

- Conceived, supervised, coordinated, and wrote promotional projects for sales and consumer-marketing departments, including ads, special sections, presentations, newsletters, and speeches

### **CONDÉ NAST PUBLICATIONS, INC.**

1988 – 1990

#### **Vogue Magazine – Senior Promotion Writer**

- Conceptualized and wrote advertising sections, trend reports, and sales-promotion materials

## **INTERNATIONAL VOLUNTEER**

### **Teaching | Writing | Managerial**

Costa Rica and Baja, Mexico

1994 – 1996

**WorldTeach** – Harvard Institute for International Studies, Cambridge, MA

**The RARE Center for Tropical Conservation**, Philadelphia, PA

#### **Nature Guide Training Program in Baja California Sur, Mexico:**

Assistant Manager, Teacher Trainer, Curriculum Writer, and English Teacher

- Helped develop and taught innovative English-immersion program that enabled local fishermen to become professional whale-watching and nature guides

#### **WorldTeach Costa Rica:**

Orientation Trainer, English Teacher, and Nature Guide Training Teacher

- Helped create a fun and dynamic ESL program; instructed public-school children and adults

## **EDUCATION**

- BUCKNELL UNIVERSITY, Lewisburg, PA – B.A. Art History
- SORBONNE, Paris and SCUOLA LORENZO DE' MEDICI, Florence, Italy
- NY UNIVERSITY, SCHOOL OF VISUAL ARTS, NEW SCHOOL, BERLITZ, MEDIABISTRO – classes in Journalism, Writing, Advertising, Acting, Languages, and Marketing

## **AWARDS, INTERESTS, & COMMUNITY SERVICE**

- President, Ocean County Business Association (2009 / 2010)
- Two-time winner, Time Inc. Magazines President's Award
- Winner, United Way of Ocean County Community Outreach Award
- Two-time recipient, Ocean County Business Association Member of the Year Award
- Award-winning Toastmasters speaker
- Winner, RARE Center for Tropical Conservation Volunteer Service Award
- Ran (but did not win) 20 marathons; long-distance cyclist
- Once-fluent-now-rusty in French and Spanish
- Volunteer – Caregivers, Habitat for Humanity, Literacy Volunteers of America, the American Red Cross, the United Way