



**Lisa D. McComsey, Writer | Editor**

---

**4 Cedar Drive ■ Toms River, NJ ■ 08753**

**848.333.6100**

**mclisa2@comcast.net**

## **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
- Capable, highly organized manager of projects from concept to completion
- Team player and self-starter; accountable and deadline driven

## **PROFESSIONAL EXPERIENCE**

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

- Help conceptualize and write print and digital marketing materials, including Web sites (general and SEO), e-mail campaigns, e-zines, blogs, and social networking
- Consult with small and launching businesses to create and implement marketing programs
- Talented editor and proofreader with extensive experience in Internet research
- Work closely with design team to collaborate on direction, look, feel, and tone of project

#### **Long-term, on-site clients:**

*Allure ■ Brides ■ GQ ■ House & Garden ■ In Style ■ Vanity Fair*

#### **Project-based clients – partial listing:**

*Aeropostale ■ American Express Custom Publishing ■ Baby Talk ■ Brides ■ Bon Appétit  
Condé Nast Women's Sports and Fitness ■ Condé Nast Traveler ■ Entertainment Weekly ■ Edelman PR  
Every Day with Rachael Ray ■ The Home & Garden Group @ Reader's Digest ■ Lazy Susan  
Modern Bride ■ Money Nautica Home ■ The New York Times ■ Parenting ■ People ■ People en Español ■  
R/GA ■ Redbook Sports Illustrated for Kids ■ Time Inc. Corporate & Human Resources ■ This Old House*

PLUS ... many small businesses in the tri-state area and beyond

### **In-House – 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 – Promotion Manager**

- 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

**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

**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

**COSMAIR, INC**

1982 – 1988

**Designer Fragrance Division – Copywriter**

- *Wrote for seven fragrance brands, including Cacharel, Guy Laroche, Paloma Picasso, and Ralph Lauren*

## **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**

- Two-time winner, Time Inc. Magazines President's Award (1991 and 2003)
- Winner, United Way of Ocean County Community Outreach Award, 2007
- Two-time recipient, Ocean County Business Association Member of the Year Award (2005 and 2008)
- 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
- President, Ocean County Business Association (2009-2010)

