



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), email campaigns, blogs, social media, 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 ■ American Express Custom Publishing ■ *Bon Appétit* ■ *Brides* ■ *Condé Nast Traveler*
Entertainment Weekly ■ Edelman PR ■ *Every Day with Rachael Ray* ■ *GQ* ■ *House & Garden* ■ *In Style*
Modern Bride ■ *The New York Times* ■ Panjiva ■ *People* ■ *R/GA* ■ *Real Simple* ■ *Redbook*
Time Inc. Corporate & Human Resources ■ *This Old House* ■ *Vanity Fair*

Copy Director, Allure Magazine 2011 – Present

- Write, edit, and proof all copy for the magazine's publishing side
- Help conceptualize and write "big ideas," special ad sections, and advertorials
- Developed staff style and writing guide and deliver writing/grammar seminars

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
- Executive board member – John F. Peto Studio Museum
- Ran (but did not win) 25 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, YMCA