

Brad Munson

Writing & Editing ♦ Direct Marketing ♦ Publishing Consultation

I've been a marketing professional in Southern California for more than thirty years, including extensive experience in copywriting, editing, sales promotion, strategic planning, corporate communications, professional-to-professional marketing, and more, in traditional media and on-line.

1990 – present

Marketing Consultant & Copywriter

I have worked as an independent consultant to a wide variety of companies, including non-profits, consumer, P2P and B2B magazine and book publishers, schools, hospitals and private health and legal practices, as well as retail operations, and service providers. Clients have included **Ormco Int'l, VisionTrust Communications, Perfect PlanIt (Marketing Communications), Latin Heat Media Group, Beckett & Beckett, HolistiPak (*Holistic Living*), The Constitutional Rights Foundation, IUM Solutions, *Bookcase*, BAM Publications/ *MicroTimes*, *Argus*, *Horseplayer Magazine*, *Firsts: Collecting Modern First Editions*, *The Gamer*, Leisure Publications, Knapp Communications, Fancy Publications, The Alexander Hamilton Institute, Creative Age Publications, FrontEnd Messages, The California Manufacturers Technology Center, Odyssey Charter School, The Motivational Hypnosis Institute, ProSearch Recruiting, The Attorney Network Services, Paramount Interactive Entertainment, Alliance for Children's Rights, Coalition for Children with Special Needs, Phoenix House Drug Rehabilitation Centers, and many others.**

2003-2011

Creative Consultant/Copywriter, PracticeMarketer.com, PracticeRetriever.com

These websites sell marketing materials and services and offer ongoing consultation services, primarily to medical, dental, and orthodontic practices. I served as the direct response consultant copywriter for well over 50 of their clients, creating copy and marketing plans that encompassed print materials, website copy, online advertising, social media, blog content, in-call and out-call scripts, and a wide range of other deliverables. I was involved in the evaluation and refinement of the response data for campaigns as well, and often responsible for ongoing development and modification of strategies for long-term clients.

2001-2003

Creative Consultant/Copywriter, Professionals' Advertising Agency

PAA was an ad agency with an extensive contract with Baskin Robbins International, the Mediators' Network, Invisalign, and a leading pharmaceutical company, as well as a number of medium-to-large healthcare practices and hospitals, including doctors, dentists, chiropractors, therapists and alternative health practitioners like the Hypnosis Motivation Institute. As Creative Consultant and head copywriter, I was called upon to work on strategic plans and presentations, create full

campaigns, write copy for ads and collateral material, and to create newsletter and web content for a wide number of clients, from the large retailers and service providers to many of the healthcare clients.

1999-2000

Director of Sales and Marketing, Corwin Press (Sage Publications)

Responsible for all marketing of Corwin Press books, almost 400 titles for teachers and administrators, K-12. Strategic planning, execution and analysis of 1.75+ million pieces in 60 projects, from brochures to catalogs to personalized sales promotions. Recruited, trained and supervised staff of eight, including promotion managers, graphic designers, and a commission-based sales force. Guided all aspects of marketing and sales, from book cover design to multi-channel distribution and contract negotiation. Increased sales by 18% in 1999 and by 15% in 2000 while almost doubling profitability, bringing total sales to more than \$5 million annually.

1997-1999

Director of Business Development, Professionals' Advertising Agency

Part of the "rain-making" team and chief creative manager for a full-service agency serving professionals (doctors, dentists, chiropractors, therapists, attorneys, etc.) and medical institutions (hospitals, PPO's, medical web sites, etc.) Served as project manager and account supervisor, including work in newsletters, collateral materials, direct mail, on-site staff training, radio and television copywriting, events planning, and seminar sales. Generated in excess of \$1 million in sales from a "standing start", gathering new clients and expanding existing contracts while maintaining an active freelance writing, editing, and consultation business.

1996-1997

Director of Business Development, Assoc. Publisher, Practice Builder Association

Responsible for all marketing of the 10,000-member national association of doctors, dentists, and allied healthcare professionals, offering consultation services, newsletters, and marketing services. Responsible for the creation, production, planning and analysis of over two million pieces of direct mail every year, penetrating a dozen separate markets, including optometrists, plastic surgeons, ophthalmologists, family practitioners, psychotherapists, veterinarians, accountants, and dentists. I also served as **Associate Publisher** for eight monthly newsletters that offer marketing advice to specific healthcare specialties, and supervised a full-time staff of five and a host of subcontractors, vendors, and freelancers. Additionally, I served as **liaison, copywriter, and account supervisor** for The Practice Builder Agency on a variety of consumer advertising projects for high-end practitioners, including work for.

1986 - 1989

Manager, Readers' Services, Radio & Records Inc.

Supervised circulation, customer service, newsletter publishing services, directory publishing, and classified ad sales for a weekly music trade newspaper. Also served as Quality Control Manager for Print Production and Fulfillment. Instrumental in the launch of new print-, computer-, and fax-based publications. Designed database applications; oversaw research and design of a semi-annual industry Directory. Supervised staff of five to seven.

1984-1986

Manager of Direct Mail, Petersen Publishing

Responsibilities included: planning, execution and analysis of all subscription sales direct mail for most of Petersen's eighteen consumer titles, including *Motor Trend*, *Hot Rod*, *TEEN*, and *Skin Diver*. Regular contact with vendors, printers, production, data processors; administered a budget of more than \$2.5 million. Supervised a staff of five assistants, data entry personnel, graphic designers, and copywriters.

1983

Manager, PR and Publications, Los Angeles Children's Museum

Responsibilities included: design and production of publications and collateral material; writing and design of newsletters for membership and children; fund-raising PR; media relations; planning and execution of direct mail solicitations for membership and donations.

1981-1982

Manager, Sales Promotion, Brentwood Publishing Corp.

Duties included copywriting, design, and supervision of printing and distribution of sales promotion and circulation promotion material for ten monthly and bi-monthly business publications. Duties included: creation and oversight of direct mail advertising, display advertising, trade show presentation and planning, media kit creation, mailing list research. Supervised a staff of three, and worked closely with printers, publishers, freelance writers and designers, and production personnel.

Education:

Harvard/Radcliffe Course in Publishing Procedures
B.A., English, University of California, Santa Barbara