

Monica Lee Copeland

*Dynamic Writer and Manager
with a passion for story-telling*

Two via Belleza
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Achievements

- Author of *Back to Concrete* and several literary publications.
- Re-positioned all collateral for a \$733MM nonprofit client.
- Taught workshops on creative writing and story development at Harvard University, Regina Salve, Occidental College, Inside Out, Vermont College of Fine Arts, and other institutions of higher learning.

Selected MLC & Co Clients

Agape International Center
American General Design
Chaz Guest, the Artist
College Launch
Factor Direct
KidSave International
Levitt Pavilion of the Performing Arts
Main Street Merchant Association
Pasadena Pops Orchestra
RVM Associates
United Church of Religious Science
Verbum Dei High School

Affiliations

MEMBER, Association of Writers &
Writers Programs
FICTION READER, Hunger Mountain: the
VCFA Journal of the Arts
SOUTHERN CALIFORNIA COMMITTEE
MEMBER, Poetry Society of America

Career Profile

Copeland is an outstanding marketing communications professional with 20+ years of experience. Her advertising agency experience (writing, designing, and producing content for print, air, and digital environments) is extensive. She has developed branding statements, ghosted content for executives, and served as an internal liaison communicating key content to stakeholders. A savvy public speaker, Copeland has briefed media, chaired nonprofit boards, led community networking campaigns, and has a firm command of social media platforms. She has a penchant for making complex human resource policies, employee benefits, and financial products easy for consumers to understand.

Employment History

Vice President, Corporate Communications. Clarke Financial Group, Irvine, California. Contract position. *June 2014 to present.*

- Author 100% of new content for website front.
- Develop annuity and long term care marketing campaigns for institutional insurance wholesaler.
- Lead advertising agency relationship and direct public relations activities. Placements in *Retirement Income Journal*.
- Author speeches, *Clarke & Denton Game Plan* (blog), online content, marketing letters, and video presentations.

Owner and Consultant. MLC & Company. Pasadena, California. *January 2003 to June 2014.*

- Project management for retained and immersed communications and special event solutions.
- Authored content and wrote communication plans.
- Designed websites, blogs, and online newsletters for clients.
- Acquired new accounts and serviced existing relationships.
- Trained, supervised, and evaluated the work of contractors, vendors, and staff.
- Conducted market research, SWOT analysis, and price modeling.
- Created media lists, wrote press releases, and placed stories with local, regional and national outlets.

Monica Lee

Professional Toolbox

SOCIAL MEDIA: facebook, YouTube, Flickr, LinkedIn, blogs, discussion groups, & Twitter

WEB APPS: Addappt, Client Stat.us, DropBox, Google Cloud, Statigram, Trello, Web 2.0, & Wunderlist

ANALYSIS: Google Analytics, SEO Strategy, & SWOT Analysis

SOFTWARE: Adobe Creative Suite, MS Office Suite & Raisers Edge

Academic History

MASTER IN FINE ARTS

Writing Program, Fiction and Poetry
Vermont College of Fine Arts
Montpelier, Vermont

BACHELOR OF ARTS

College of Arts and Sciences
Northwestern University
Evanston, Illinois

Training

PROJECT MANAGEMENT PROFESSIONAL (PMP), SIX SIGMA GREEN BELT, & SIX SIGMA LEAN BLACK BELT CERTIFICATIONS, New Horizons, Anaheim, California, *expected July 2015*

NEGOTIATION, STRATEGIC PLANNING, & ORGANIZATIONAL BEHAVIOR
Heriot-Watt University
Edinburgh, United Kingdom

CASH MANAGEMENT, FINANCE, & BUSINESS WRITING
Harris Trust & Savings Commercial Bank Training Program
Chicago, Illinois

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Employment History, *continued*

Senior Marketing Writer & Account Director, the Idea Zoo, Transamerica Insurance and Retirement Services (TRS), Los Angeles, California. *September 2000 to February 2002.*

- Communicated the benefits of "The Plan[®]," a \$1.6 billion TRS solution, by authoring and designing multi-media content aimed producer, client, and consumer audiences.
- Directed activities for the Johnny Unitas advertising campaign: placed TV spots, managed agency relationships, created print ads, and coordinated PGA promotions.
- Authored award-winning publications on the Economic Growth Tax Relief and Reconciliation Act of 2001 (EGTRRA).

Assistant Project Director, Marketing & Sales, TalentPoint.com, Omaha, Nebraska. One-year consulting contract. *November 1999 to November 2000.*

- Converted a SBU within a \$733MM 501(c) nonprofit (Boys and Girls Town) into a for-profit corporation.
- Executed "Strategic Marketing, Sales, and Implementation Plan." Re-positioned vertical channels and marketing strategy. Supervised 15 sales and vertical marketing consultants, the client's 25-person marketing team, and a 20-person call center.
- Developed new logos, branding statements, sales collateral, media plan, web sites, catalogues, and newsletters.
- Directed a \$5 million budget earning the client \$18 million and TalentPoint \$7 million in consulting revenue.

Key Competencies

- Advertising & Technical Copywriting 20 years
- AP Writing Style 8 years
- Literary Publications 20 years
- Marketing & Communications Strategy 20 years
- Print Production 16 years
- Professional Editing 18 years
- Project Management 16 years
- Public Relations 20 years
- Website Strategy & Design 12 years