



AARON KINNE
CREATIVE STRATEGY & COPYWRITING

44 Bedford Street
Concord, MA 01742

p: 978-551-7650
e: AaronKinne@comcast.net
w: www.AaronKinne.com

Seasoned direct marketing professional, with extensive experience in copywriting, creative strategy, campaign development, and offer strategy. Broad background in online, print, and broadcast media. Outstanding presentation skills. Client portfolio includes world-class high-technology and financial services organizations; extensive experience marketing to small business and nonprofit organizations.

MEMBERSHIP/AWARDS

Direct Marketing Association
Silver Echo Award

New England Direct Marketing
Association
*Numerous Gold, Silver, and Bronze awards
for Creative Excellence*

EDUCATION

Bucknell University, Lewisburg, PA
B.A., English and Philosophy, Cum Laude

Oxford University, Oxford England
Graduate Exchange Study, Trinity College

Georgetown University, Washington, DC
M.A., English Literature

The Publishing Institute, Denver CO
*Graduate School of Librarianship and
Information Management*

References and portfolio available.

Senior Copywriter / Onsite Contractor & Freelance

Aaron Kinne Creative, Concord, MA

June 2012 - Present

Onsite contract and freelance project work for Vistaprint, Progress Software, and Infomatica: emails, website, direct mail, print ads, video, collateral.

Senior Copywriter / Onsite Contractor

Progress Software, Bedford, MA

January 2011 – June 2012

Creative conceiving and copywriting for emails, website, direct mail, print ads, video scripts, and collateral.

Senior Writer

Constant Contact, Waltham, MA

January 2007 – November 2010

Concepts and copy for emails, website, direct mail, print ads, radio scripts, and more.

Senior Writer

Upromise, Needham, MA

March 2003 – December 2006

Concepts and copy for emails, website, direct mail, print ads, radio scripts, and more.

Senior Strategist/Associate Creative Director

Arnold Worldwide, Boston, MA

September 2002 – February 2003

Worked on NCR/Teradata account – the leader in enterprise data warehousing.

Freelance work on Citizens Bank.

Senior Strategist/Associate Creative Director

Directech/eMerge, Burlington, MA

May 1997 – September 2002

Client portfolio included: KeyBank, BankBoston, WorldCom, Sun Microsystems, NCR/Teradata, Lotus Development Corporation.

Associate Creative Director

Dickinson Direct, Braintree, MA

January 1995 – May 1997

Client portfolio included: BayBank (BankBoston), Travelers Insurance, NYNEX, Progress Software, BBN, MarketPlace, The Wall Street Journal.