

ELIN MARIE

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EXECUTIVE SUMMARY

A **Senior-Level Copywriter** with a decade of actual sales experience. Strategic communications expert with **25 years of experience** specializing in translating highly complex technical, medical, and IT concepts into clear, high-converting sales narratives and essential corporate and digital marketing and documentation. Proven ability to create **full-funnel direct-response copy** and **technical/ROI collateral** for global enterprise environments (OSIsoft, Inc., Pharmaceutical Industry). Trained in **AI Prompt Engineering** and iteration (Cornell University) to accelerate content strategy, generation, and optimization.

EXPERIENCE

Principal, Direct-Response, Technical, and Creative Copywriting and Consulting – The Write Effect, LLC
Remote, Bend, Oregon, 22 Years

- **Drove Quantifiable ROI** across digital platforms, including viral marketing success generating **112% conversion rates** (Dr. Alex Loyd) and strategic webinar programs delivering **\$500K - \$1MM+ committed capital** weekly (MF Capital Partners).
- Authored **600+ Standard Operating Procedures (SOPs)**, technical roadmaps, and POS system documentation for **Les Schwab Tires**, demonstrating mastery of complex infrastructure and process-to-layperson writing.
- Wrote **90% of the St. Charles Medical Center corporate website**, synthesizing complex medical information from highly advanced practitioners into consumer-friendly, clear web copy.
- Developed **full-funnel sales campaigns** (VSLs, landing pages, emails, video ad scripts, etc) for leaders in health and wellness, including Dr. Kellyann Petrucci, ND, Dr. Alex Loyd, PhD, ND, Awakening From Alzheimer's, Regain Your Brain, and multiple Agora Health divisions.

Case Study Program Manager; Sales & Marketing Communications – OSIsoft, Inc. (now Aveva)
San Leandro, CA, 15 Years Corporate Experience

- **Translated highly technical concepts** (real-time data systems) into easily readable, **benefits and financial justification marketing and sales collateral**, as confirmed by VP of Sales and Marketing, Phil Ryder ("the best benefit-based brochure the industry has ever seen").
- Conducted global research and interviews with C-suite, process engineers, compliance, and finance managers to document enterprise-wide process optimization and risk management across Oil & Gas, Pharma, and Manufacturing domains.
- Developed and secured highly valuable **sales presentations and marketing collateral** used every week by Enterprise Sales (Paul Hagan: "Elin's work is the solid grounding we needed...").

National Sales Manager/Marketing Co-Manager – Cedco Publishing | New York/San Francisco

- Managed and mentored a team of **200+ sales rep groups** and two regional managers.

- Penetrated new sales space and increased revenue across national accounts; co-managed the planning of catalogs, displays, and promotions.

Outside and Inside Sales Representative – HarperCollins Publishers | Northern CA

- Increased regional sales by **10-50%** across various product lines.
 - Added over **\$1.5 million in new phone sales revenue** within the first year through new business development.
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EDUCATION

Oregon State University — MBA Marketing, in progress

Cornell University — Marketing AI Certificate

San Diego State University/Arizona State University — Business Communication B.A., Management Minor

- *Awards & Recognition:* Golden Key International Honour Society, Alpha Kappa PSI Professional Business Fraternity, 2024 Who's Who Inductee, Marketing.
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EXPERTISE & SKILLS

- **Copywriting:** Full Funnel, Direct-Response, Creative, Corporate, and Technical
 - **AI Proficiency:** AI Prompt Engineering training and experience (Academic & Professional)
 - **Sales/Marketing:** National/Regional Sales, Sales Team Management, Account Management, Relationship Management
 - **Communications:** High-Level Verbal and Written Communications, Public Relations (McCann Erickson)
 - **Teaching/Mentoring:** Community College Instructor & Writing Tutor
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TESTIMONIAL HIGHLIGHTS

- "Elin quickly became the star of our marketing group. While she is certainly highly prolific, **the quality of her work sets her apart... She was able to pick up quickly on highly technical concepts, and to then translate those concepts into easily readable, benefit-oriented ad copy.**" — *Phil Ryder, President, Accelerated Information Technologies*
- "There has not been one person in marketing in my tenure who has provided me with more **valuable sales presentations and marketing collateral.** Before Elin, we were way too short on financial justification material, value propositions, and hard dollar ROI. Elin's work is the solid grounding we needed in our prospective outreach that requires layers of depth. She is one of the people we need to clone, as **we could use an entire department of her talent.**" — *Paul Hagan, Enterprise Sales Executive, OSIsoft, Inc.*
- "I am very impressed with the quality of your work. I gave you very little direction for our website Stroke and Critical Care pages and **you were able to do the research and craft the copy as if you had worked in my industry for years. You quickly grasped hard-to-understand content incredibly well, even though you are not a clinician.** I was especially impressed with how you synthesized the research and presented it in a compelling way that the public can understand." — *Linda Bletko, Director of Critical Care Services, St. Charles Health System*