

CHRISTOPHER G. BOVINE

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Profile

Senior Copywriter/Marketing Consultant with B-2-C, B-2-B, third-party, Web and direct copywriting experience. Extensive portfolio of writing, marketing and advertising samples—ads, brochures, letters, PowerPoint presentations, strategy statements, newsletters, Website/social media content, white papers



Personal Web Page/Portfolio:
<http://www.mediabistro.com/ChrisBovine>

LinkedIn Profile:
<http://www.linkedin.com/in/chrisbovine>

Professional Services

- Comprehensive copywriting/editorial services; creative development (interactive/new media/direct); content strategy; brand/Website/collateral development; research services
- 18+ years marketing, advertising and communications experience
- 15+ years creating call-to-action copy for multi-million-dollar financial, insurance & publishing companies

Skills/Expertise

- Print & Web Content Development
- Marketing Strategies & Campaigns
- Corporate/Client Communications
- Product Positioning & Branding

Summary of Qualifications

FREELANCE COPYWRITING & CREATIVE SERVICES—YONKERS, NY *5/05 to Present*

- Partial listing of past and present clients: S&P Global, AXA, Gerber Life, MetLife, Citi, Morgan Stanley

S&P GLOBAL (Formerly McGRAW HILL FINANCIAL)—NEW YORK, NY *1/06 to Present*

Senior Copywriter/Content Provider *(Part-time Ongoing Annual Contract Since 2006)*

- Provide copywriting and creative services for an annual Investor Fact Book (print/online) produced by the S&P Global Investor Relations Department and distributed to more than 1,500 institutional investors and analysts
- Collaborate with project manager and design firm to set overall creative strategy/design direction

METLIFE—NEW YORK, NY *6/08 to 11/08*

Senior Copywriter/Editor *(Web Content Contractor)*

- Created copy for numerous metlife.com life, annuity and retirement planning Web landing pages as part of MetLife's 2008–2009 Website redesign initiative
- Tasked by lead content strategist to review/edit copy drafted by three other contracted copywriters

INDEPENDENT FINANCIAL (SUN LIFE FINANCIAL)—PURCHASE, NY *8/06 to 1/08*

Senior Copywriter/Marketing Strategist *(Full-time Contractor)*

- Served as lead copywriter on successful product launches for multimillion-dollar bank/credit union clients
- Drafted all new Web content as part of a full Website redesign

STUDENT LOAN CORP (CITI) & CITI HOME EQUITY—STAMFORD, CT *5/05 to 3/06*

Channel Marketing Manager/Direct Copywriter *(Full-time e-Marketing Contractor)*

- Developed copy for various student loan consumer and trade sales support campaigns that included direct-to-consumer e-mails, e-newsletters, brochures, trade ads, PowerPoint presentations, and collateral
- Reviewed, wrote, edited and maintained Student Loan Corp Web content
- Developed print and e-marketing communications for Citi Home Equity and tracked & analyzed Home Equity program metrics to evaluate performance against volume & net income targets and performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs

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Summary of Qualifications (continued)

AXA EQUITABLE/THE MONY GROUP—NEW YORK, NY **3/03 to 5/05**

Director, Creative Writing Department (MONY and AXA merged 7/04)

- Researched and wrote various B-2-B and B-2-C 401(k), life insurance and annuity brochures, concept pieces, white papers, flyers, ads, seminars, PowerPoint presentations, field announcements and sales force messaging

NEW YORK LIFE (MAINSTAY ANNUITIES)—NEW YORK, NY **3/02 to 3/03**

Senior Marketing Services Consultant

- Developed concepts and wrote copy for more than 100 bank and wire houses, including sales ideas, concept papers, fact sheets, internal communications, newsletters, PowerPoint presentations and brochures
- Designed/produced more than 50 marketing pieces for three MainStay Annuity product launches

AXA FINANCIAL—NEW YORK, NY **1/01 to 10/01**

Senior Business (Marketing) Analyst (Job abolished 10/01)

- Developed and disseminated competitive benchmark, trend, interest rate and new product reports to AXA's executive management to effectively position AXA pension products in the retirement marketplace

DREYFUS CORPORATION—NEW YORK, NY **6/00 to 1/01**

Direct Mail Marketing Director

- Designed and implemented five turnkey direct mail campaigns that generated campaign response rates of between 4% and 6% and produced more than \$100 million in total assets and over \$700,000 in management fees
- Formulated acquisition strategies and programs to achieve annual profitability goals based on ROI projections

METLIFE SMALL BUSINESS CENTER—WHITE PLAINS, NY **6/98 to 6/00**

Senior Marketing Consultant

- Developed and executed group benefit marketing communications programs/initiatives for an \$80 million block of Association business, including group insurance benefit sheets, ads, newsletters and brochures
- Designed and launched a direct mail campaign to 8,000+ General Motors dealers that earned commendations from client for communication deliverables that successfully targeted desired audiences and articulated the value of MetLife's insurance products and services

HAKUHODO ADVERTISING AMERICA, INC.—NEW YORK, NY **8/94 to 4/98**

Senior Account Executive **Accounts: All Nippon Airways, NEC USA, Inc., Hitachi America, Ltd.**

- Prepared strategy, client reports, and media plans in support of Account Manager's business-building strategy
- Developed and implemented brand building objectives for various clients to heighten client/product awareness among targeted demographic segments

DANZIGER & MARKHOFF, ATTORNEYS AT LAW—WHITE PLAINS, NY **4/88 to 8/94**

Senior Paralegal

- Coordinated and managed the launch and day-to-day operation of a Limited Partnership Offering that provided end-to-end investment solutions to the firm's clients

BOVINE BROS. ANTIQUE AUTOMOBILE RESTORATION—YONKERS, NY **7/85 to 2/88**

Proprietor

- Operated a family-owned business of purveying, buying and selling antique automobiles

Technology/Software

- MS Office Suite; QuarkXPress; Adobe InDesign; MS Project; Outlook; Web Content Management Systems

Education

FORDHAM UNIVERSITY—BRONX, NY **1980-1984**

Bachelor of Arts Degree Major: History; Dean's List; Pre-Law

References furnished upon request