



Your creative work should evoke feeling.

Copywriting. Creative Direction. Content Design.

(Poets make great brand storytellers.)

MARY ANN DUBE

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Seasoned marketing and advertising copywriter with more than twenty-five years of combined experience in advertising and brand marketing, thirteen years of copywriting with six years of medically-focused communications including physician, patient, and caregiver materials (website content, mobile medical application language and technical guides, email, user manuals).

PROFESSIONAL EXPERIENCE

COPYWRITER | DIMALANTA DESIGN GROUP | LEBANON, OH

Collaborate with marketing, branding, and creative teams to ensure project alignment and successful execution of campaigns. Manage and track projects using ZOHO Project software, ensuring deadlines are met while crafting and editing high-quality copy for marketing materials. Provide timely support to consultants and brand managers, maintaining multiple projects simultaneously and resolving issues efficiently.

COPYWRITER | EMPIRX HEALTH | MONTVALE, NJ

I wrote and edited copy across channels including, social, web, email, sales collateral, brand content (articles, blog posts). I also assisted in the development of marketing communication strategies; developed and evolved the brand voice and ensured consistency across all communications; I brainstormed ideas and concepts as a key member of the creative department; and translated complex material into consumer-friendly copy.

COPYWRITER | WINSUPPLY | MORAIN, OH

I was responsible for the editing and creation of content for a newly created eCommerce site. The product names and descriptions were populated from an ERP system automatically, and then edited for both a B2B and B2C audience. I additionally assisted with the development of UX copy that catered to the construction, plumbing, electrical, and HVAC industries.

SR. COPYWRITER | ANTHEM, INC. | MASON, OH

I crafted the plan benefit messaging for members, employers, and physicians including email, member guides, and letters. Originally assigned to large accounts which included Verizon, U.S. Airways and many others. I also worked on specialty messaging for dental and vision offerings.

SR. COPYWRITER | WELLDOC | BALTIMORE, MD

Established the voice and tone of Diabetes Manager - the first FDA-approved mobile app for the management of diabetes. Developed a content development, review, and approval process that incorporated systematic, cross-functional review and approval for the Well Doc Diabetes Manager® app and website tools.

ASSOCIATE CREATIVE DIRECTOR-COPY | BRC MARKETING | DAYTON, OH

Led the rebrand efforts of Teradata.com and parts of Cintas.com. Crafted messaging for key products and initiatives. Reviewed and approved copy, providing direction and feedback to team members to ensure clear, compelling and brand-appropriate copy. Collaborated with Art team to deliver engaging, creative, brand-building concepts. Managed the copy department workflow; assigning, prioritizing and reprioritizing work to ensure on-time delivery of projects. Interacted and interfaced with other company departments acting as primary representative of content development.

SR. COPYWRITER | WHITTMANHART | CINCINNATI, OH

Lead strategist and content producer for Tide Fabric Care Network's Tips & Timesavers newsletter, a monthly e-mail publication from Tide, Downy and Bounce that reached nearly three million subscribers to drive brand and site loyalty and increase awareness and product acceptance. Key member of a delivery team that created, implemented and delivered strategy for Tide.com, Bounceeverywhere.com, Downy.com and Dreft.com including promotions, new product launches, product repositioning and partnership programs.

AWARDS & AFFILIATIONS 2005 Webby Worthy Award The Webby Awards, The International Academy of Digital Arts and Sciences Consumer Website Procter and Gamble/Tide - www.tidecoldwater.com

COPYWRITER & CONTENT PRODUCER | HSN | ST. PETERSBURG, FL

Managed and edited marketing collateral for hsn.com. Specific areas of concentration included electronics, cooking, sports, collectibles and entertainment. Created emails for hsn.com campaigns including vendor specific and website-wide promotions. Periodically drafted and edited product descriptions for product information department. Wrote and edited cross-screens and crawls for Home Shopping Network television. Reconstructed and edited third-party products (ECO project) to comply with company expectations, style and legal standards.

EDUCATION

SOUTHERN ILLINOIS UNIVERSITY, CARBONDALE, IL & NIIGATA, JAPAN
BACHELOR OF ARTS | UNIVERSITY STUDIES (HONORS LIBERAL ARTS) MAY 1996

OTHER WRITING

PROBABLY ABOUT YOU: FACEBOOK POEMS JANUARY 2015 TO MARCH 2024
PUBLISHED APRIL 29, 2024 (DEPTH PERCEPTION PUBLISHING)

FORMER FREELANCE AND CONTRACT WRITING CLIENTS

- The Ohio State Wexner Medical Center
- Tenneco
- Mercy Health
- Accenture
- Cincinnati Children's Hospital Medical Center
- Farm Progress Companies