



Suzy Devers
Copywriting / Creative Direction / Project Management

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Profile

- Over 25 years of experience writing copy that consistently boosts sales and generates record-breaking acquisition response rates up to 10 times the industry average.
- Writing recognized in *Catalog Age* for one of the ten best-written catalogs of the year.
- Wrote and oversaw the copy direction for the launch of the HealthSmart Vitamin's Catalog, which grew to over 20 million in revenue.
- Fifteen years of project management experience, including positions as Copy Director, Creative Director, Marketing Communications Manager and Project Manager.
- Developed the copy concept and wrote a series of full page magazine advertorials that delivered a 300% return on investment for a startup company.
- Extensive experience writing catalogs, direct response packages, magazine articles, advertorials, annual reports, space ads, websites, marketing materials and corporate communications.
- Masters degree from Harvard University with a focus in psychology and writing; Certificate in Direct Marketing.

Professional Experience

WORDS, Inc., Boulder, CO. September 1996 – Present

Writer/Creative Director: Writing and creative direction for catalogs and direct response advertising for the consumer and business-to-business markets. Experienced writing for a wide range of clients, including: Parker Adventist Hospital for Centura Health, Orange Glo International, REMAX International, EAS, Concepts Direct, The Learning Company, DISH Network, NEBS, Amrion for Whole Foods Market, and many other clients.

Amrion, Inc. Boulder, CO. March 1994 – September 1996

Copy Director/Writer: Wrote catalogs, direct-mail packages and corporate communications to promote nutritional supplements and health-related products to consumers and businesses. Honored with Amrion's Annual Creativity Award for catalog work that established one of the company's most successful divisions. Supervised six full-time writers and several freelance writers.

NEBS, Inc., Groton, MA. December 1989 – January 1994

Senior Copywriter for NEBS Retail Image Division: Responsible for all direct mail and catalog writing from creative strategy to final proof. Selected by the president of NEBS to write the company's annual report for four consecutive years.

Autographix, Inc., Groton, MA. August 1987 – December 1989

Marketing Communications Manager: Responsible for all company communications, including managing a staff of in-house and freelance writers. Wrote direct response advertising, marketing collateral, public relations materials and speeches.

Massachusetts Financial Service Center, Boston, MA. January 1984 – July 1987

Senior Writer/Writing Instructor: Wrote standards manual for writers and user guides for financial service personnel. Developed and taught business writing courses for financial service managers.

Language Interchange, Concord, MA. June 1983 – December 1984

Writing/English Instructor: Developed language curriculum and taught grammar and business writing to employees of the Bank of Boston, Beth Israel Hospital, and Children's Hospital. Prepared medical personnel for the Test of English as a Foreign Language.



Education

Harvard University, Cambridge, MA
Masters Degree (M.Ed.) with a Focus in Psychology. Graduated in 1983.

Florida State University, Tallahassee, FL
Bachelor of Science degree in Special Education with a focus on Art Therapy; minor in Graphics. Graduated in 1976.

Merrimack College, Boston, MA
Completed the Certificate of Direct Marketing Program. Graduated in 1993.