**Ray Burow**

**Loxahatchee, FL, US**

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**LinkedIn:** [**www.linkedin.com/in/rayburow**](http://www.linkedin.com/in/rayburow)

**Portfolio:** [**https://rayburow.contently.com/**](https://rayburow.contently.com/)

**Summary:**

* Assisting agencies and businesses with content marketing to improve B2B and B2C communication, most recently as a contract copywriter for the corporations listed below. In the last 20-plus years as a freelance writer, I’ve created internal and external copy for clients across multiple industries and channels.
* This includes, but isn’t limited to creating thought-leadership content through research, or interviews with subject-matter experts to produce quality deliverables that are on brand, written in the client’s voice, and styled in edited pieces that are compelling and error-free.

**Skills:**

* Brand copywriting
* AP Style
* The Chicago Manual of Style
* Content management
* Copyediting
* Copywriting
* Blogging
* Search Engine Optimization
* B2C Content
* B2B Content
* Copyediting/Proofreading
* Content Management Systems: Adept with content management systems such as, but not limited to: Workfront, Jira, Trello, and Slack, also quick to learn new systems.
* Remote work: self-disciplined, successfully managing deadlines, virtually communicating with team leads, and colleagues, organized and prioritized daily workload.
* Distributed Team
* Virtual collaboration
* Self-management
* Time management
* Asynchronous collaboration

**Education:**

Carver College

BA, Bible/General Studies

**Work Experience:**

**AT&T, 1876 Productions Studio Apr 2023 - Present**

**Copyeditor**

* Proofread AT&T advertisement copy for multiple forms of distribution, including, but not limited to social media, digital, in-store flyers, email, direct mail, internal messaging, and more.
* Ensure that all AT&T products and services referred to in advertising and other copy have the proper word marks: registration, trademarks, and service marks, which align with the U.S. Patent and Trademark Office.
* Ensure all copy aligns with AT&T brand standards and guidelines.
* Ensure copyright symbols and footnotes are present where necessary.

**AT&T Feb 2022 - Apr 2023**

**Copywriter/Blogger for AT&T Leader Lab**

* Created leadership training blog posts for all levels of AT&T managers.
* Collaborated with the leadership team to build outlines for creating blog posts, videos, and podcasting.
* Responsible for adhering to AT&T voice and tone.
* Researched reputable sources and interviewed subject-matter experts to create compelling, consumable, and strategic content to reach a targeted audience.
* Adhered to collaborative outline to create posts and headlines for Leader Lab blog content to equip managers with leadership skills that enhance working relationships and the AT&T working environment.
* AP Style.

**NextEra Energy Resources Apr 2019 - Dec 2021**

**Copywriter (Remote)**

* Responsibilities included but weren’t limited to creating internal and external content, such as emails, direct mail, web copy, and content for online and print publications, B2C and B2B, social media posts, ads, headlines, brochures, scripts for television interviews etc.
* Created interview scripts for television news and interview broadcast.
* Followed content briefs and style guides to achieve the company's voice and tone.
* Created external and internal copy, social media headlines, posts, advertisements, product-related copy, service-related copy, press releases, brochures, customer-facing copy, blogs and articles for online and print publications.
* Responsible for editing and proofreading articles to ensure adherence to AP Style guidelines, enhancing clarity and consistency in published content
* Copyediting/proofreading direct mail and email advertisement copy, Social Media Marketing copy.
* Also involved in creative writing and web content writing.
* Developed and created articles, press releases, and reports in compliance with AP Style, ensuring accurate and engaging communication.

**BioNews Services Inc. Apr 2018 - Present**

**Columnist (Remote)**

* Creating a weekly column for Alzheimer's News Today, a BioNews Services Inc. publication, creating content surrounding Alzheimer's disease and general health copy relating to patients and caregivers.

**Mentavi Health May 2023**

**Copywriter (Freelance/Remote)**

* Provided health B2B and B2C copy related to mental health and assessment.

**ADHD Online Aug 2023**

**Copywriter (Freelance/Remote)**

* Provided B2C and B2B health copy related to Attention Deficit Hyperactivity Disorder.

**Corium Pharmaceutical Inc.**

**Alzheimer's Caregiver Advisory Board**

**Corium, Inc. Mar 2019 - 2021**

**Consultant (Freelance-Remote)**

* Consultant regarding Alzheimer's disease as it relates to familial caregiving, health, and life experience for caregivers and patients.
* Addressed Corium Pharmaceutical employees at corporate event announcing the FDA approval of Adlarity and provided a caregiver's perspective on the benefits of the transdermal patch for treating Alzheimer's disease symptoms.
* Provided insight into Alzheimer's disease as it relates to familial caregiving as a board member of the Corium Pharmaceutical Alzheimer's Caregiving Board.

**iHealthSpot Interactive Oct 2018 - 2020**

**Copywriter**

* Created effective copy for content marketing as a health copywriter, creating consumer-facing, well-researchd articles for health agencies and doctors’ websites across the United States.

Responsibilities included researching reputable resources to provide accurate health information for patients.

**References**

**Georgette Shuler**

Associate Creative Director, Communications

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**Brian Weitzeil**

Lead Media Production Manager-AT&T University

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**Bradley Dell**

Head of Columns-BioNews Services Inc.

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**Megan Enix**

Former Lead Training Manager Design-AT&T University

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**Pamela Brown Gruduah**

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**Michael Bingham**

Former Department Manager-Broadcast Stations Moody Broadcasting Network

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