

## Alan M. Lopuszynski

*Short name. Long name. Big talent.*

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### Career Summary

- Currently manage all marketing resources and strategies for multimillion-dollar manufacturing firm
- Helped increase website sales for 600,000+ product e-commerce site by 5%
- Increased implementation of client email marketing campaigns by 50%
- Managed the story department for an award-winning producer at the Warner Bros. Studios

### Professional Experience

#### **CHICK WORKHOLDING SOLUTIONS/chickworkholding.com**

**Warrendale, PA**

**Marketing Manager**

*2008-Present*

- Develop, establish and implement marketing strategies to include the corporate website, e-marketing efforts, interactive product kiosks, social networks, print collateral and more
- Write, produce and manage video-based promotional materials such as online demos, tradeshow presentations, product guides and kiosk content
- Concept, write and manage the production of marketing collateral for tradeshows, print distribution and public relations efforts
- Source internal and external vendors for deadline- and budget-specific completion of projects
- Establish and maintain budgetary controls for all company marketing efforts

#### **THERMO FISHER SCIENTIFIC/fishersci.com**

**Pittsburgh, PA**

**Web and e-Business Content Editor**

*2004-2008*

- Acquired, edited and authored online marketing content for 600,000+ product e-commerce site fishersci.com
- Supervised the creation of marketing-driven Web pages
- Developed and managed e-commerce initiatives
- Created, researched and drafted e-newsletters
- Established and documented website standards and guidelines
- Created and maintained workflows within both manual and automated content management systems

#### **FREELANCE COPYWRITER**

*2005-Present*

- Research and write copy for print and web-based marketing communications vehicles
- Clients include:
  - gilurickdesign (Bonita Springs, FL)
  - McBuzz Communications LLC (Seattle, WA)
  - National Baseball Hall of Fame and Museum (Cooperstown, NY)
  - Sater Design Group (Bonita Springs, FL)
  - StaffBytes.com (Pittsburgh, PA)

**BRADLEY BROWN DESIGN GROUP, INC.**

**Carnegie, PA**

**Senior Writer**

*2000-2004*

- Created concepts for results-oriented marketing communications
- Performed research, conducted interviews and wrote copy for brochures, Web sites, newsletters, direct mail campaigns and more
- Wrote press releases with distribution and follow-up to media list
- Drafted bids and proposals
- Edited and proofread communications projects
- Managed creation and production of printed communications materials
- Developed business marketing and development strategies

**Marketing Coordinator/Office Manager**

*1997-2000*

- Assisted public relations activities
- Created and coordinated marketing mailings
- Responsible for daily management of company's accounts payable/receivable, business taxes, insurance and payroll

**FREELANCE SCREENWRITER & STORY ANALYST**

**Burbank, CA**

- Developed and wrote original feature film screenplays
- Marketed scripts to production companies and literary agencies
- Read screenplays and provided written and verbal analyses
- Employers included:
  - Lakeshore Entertainment, Paramount Studios
  - New Regency Productions, Warner Bros. Studios
  - Spring Creek Productions, Warner Bros. Studios

**SPRING CREEK PRODUCTIONS**

**Warner Bros. Studios, Burbank, CA**

**Director of Development**

- Managed story department for feature film and television producer
- Made decisions on purchase and development of narrative material
- Established and maintained extensive talent agency contacts
- Solicited daily submissions of screenplays, novels and treatments
- Prepared script notes, talent lists, and script coverage
- Generated script tracking and status reports

**Story Editor/Office Assistant**

- Created and maintained story department's coverage, development and production files
- Interviewed and managed staff of freelancers and interns

**Educational Experience**

**SYRACUSE UNIVERSITY**

*B.A. 1989*

- S.I. Newhouse School of Public Communications
- Major: Television/Radio/Film Production; Minor: Theatre/Drama