

# Rich Oswald

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## Experience:

### **Chief Creative Officer/Owner-contentRich** Greeley, CO *August 2007-Present*

- Wrote for Fortune 500 brands like Hostess, Home Depot, Bayer, Qwest and Mr. Coffee.
- Introduced the world to the first Internet-specific punctuation mark: the sarcastic tilde.

### **Senior Copywriter-eBrains, Inc.** McLean, VA *June 2005-Present*

- Produced travel related emails, newsletters, landing pages, and banners for 25 states and countless CVBs. (Literally.)
- Concepted eyeblasters for Club Pogo, the number one subscription gaming site on the Web.
- Deftly maintained sanity along side of technophobic interactive creative director.

### **Senior Copywriter-Adknowledge, Inc.** Kansas City, MO *February 2003-June 2005*

- Pioneered creation of CustomAds for targeted emails, desktop Flash pops, and web banners.
- Doubled open rates with subject lines that brought a tear to the eye and a hand to the wallet.
- Provided creative direction for team members on each execution.
- Learned to defuse F-bombs.

### **Chief Creative Officer/Owner-BrainChild Creative** Littleton, CO *December 1998-February 2003*

- Functioned as one-man, full-service agency while crafting integrated marketing solutions for local and regional clients.
- Coordinated with freelance art directors to deliver on-target and on-time creative executions.
- Agonized over how powerful to make my title sound as head of my own business.

### **Copywriter-TG Worldwide** Englewood, CO *September 1997-December 1998*

- Concepted incentive campaigns, including posters, postcards and direct mail, for local and national clients.
- Collaborated with account team to ensure all projects met budget and deadline.
- Wrote in-house incentive campaigns and print ads, most of which could have won awards (had they been produced).

### **Creative Assistant-Outdoor Systems Colorado (formerly Gannett Outdoor)** *August 1996-September 1997*

- Responsible for producing and proofing creative concepts.
- Performed droll tasks like proof-of-performance photography while honing Indy 500 skills amid transplanted California drivers.

## Skills:

Excellent presentation, proofreading and editing abilities  
Easy aplomb in the face of multiple projects and tight deadlines  
Proficient in both Mac and PC platforms

## Education:

B.A. in English, Emphasis in Writing  
Missouri Western State University  
May 1994

copywriter