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# Rich Oswald

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Digital portfolio: [www.contentrich.com](http://www.contentrich.com)

## Experience:

### **Associate Creative Director--VML** Kansas City, MO *April 2009-Present*

- Led team in conceiving and executing digital campaigns for Southwest Airlines, Western Union, SAP, KCCVA, Warner Bros., Simon Malls, AMC Theatres and Dell.
- Passionately tried to share classic pop culture references to enlighten today's young whippersnappers.

### **Owner--contentRich** Greeley, CO *August 2007-Present*

- Freelanced 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-April 2009*

- Produced travel related emails, landing pages and banners for state and local CVBs.
- 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*

- Helped pioneer 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.
- 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 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 1995--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:

Yes

## Education:

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