

Ronald J. Lee

Senior Copywriter / Associate Creative Director

Portfolio: ronleeportfolio.com **LinkedIn:** [linkedin.com/in/ronaldjlee](https://www.linkedin.com/in/ronaldjlee)

Email: leeronj@yahoo.com **Phone:** 734.718.6956

Help is on the way. I'm a messenger for companies and organizations that need to sound believable, credible and relatable in their own brand voice.

SKILLS

Advertising copy. SEO copy. Website content. CPG copy & development. Store decor copy. Email. Direct mail. Long-form content. Campaigns. Branding development. Press releases. Broadcast scripts. Social media. Editing (AP style). RFPs. AI certified.

WORK EXPERIENCE

PET SUPPLIES PLUS

In-House Copywriter

March 2022 - March 2026

Largest independent pet retailer in the U.S.

- Supported nearly 600 locations with copy for their in-store assets, CRM initiatives, pet grooming services, rewards program, grand opening campaigns, in-store events, seasonal campaigns and monthly circulars.
- Contributed to the growth of the company's store brands as the primary branding and packaging writer.
- Helped increase traffic to the company's website by developing content that made it more robust, dynamic and SEO friendly.

NSF INTERNATIONAL

Marketing Specialist/Contract Writer

October 2018 - July 2021

Global certification body. Worked specifically for Commercial Food Equipment and Nonfood Compounds departments.

- Supported sales teams in North America, South America, Europe and Asia by developing their marketing collateral as well as newsletters.
- Helped teams reach budget goals during the COVID economy.
- Increased visibility of departments using articles I ghost-wrote for industry publications.

REAL INTEGRATED

Associate Creative Director/Senior Copywriter

January 2011 - October 2017

Advertising agency whose client list included casinos, KFC franchisees, a healthcare system, specialty insurance wholesaler, academic institutions and defense contractor.

- Helped increase the number of first-time and returning visitors for casino clients, gate attendance for The Henry Ford (Detroit-based museum) and enrollment applications for Detroit-area universities.
- Oversaw and mentored a creative team that produced hundreds of broadcast spots, print ads, collateral work and direct mail pieces every year.

THE YAFFE GROUP

Senior Copywriter

October 1996 - August 2008

Advertising agency.

- Helped increase market share for a Midwest auto parts retailer as well as several regional furniture retailers in the South and Midwest.

FREELANCE COPYWRITER

Between full-time positions

Wrote marketing material for a wide range of clients including the Michigan Department of Education, Total Door Systems (commercial property vendor), Great Lakes Face Masks, DTE (Michigan utility company), Credit Union Solutions Group (national marketing program) and McLaren Health (Michigan healthcare system).

EDUCATION

CHICAGO PORTFOLIO SCHOOL - Chicago, IL

THE UNIVERSITY OF MICHIGAN - B.A. Communication Studies & Psychology