

## James W. Sanford

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### Marketing Communications Professional

*Senior copywriter with Adobe Creative Suite experience.*

- |                              |                                     |                          |
|------------------------------|-------------------------------------|--------------------------|
| • Agile Methodology          | • Copywriting/Editing/Design/Layout | • Creative Briefs/SPPs   |
| • Search Engine Optimization | • Web Accessibility                 | • User/Usability Testing |

### Professional Experience

**Nationwide;** Columbus, Ohio

April 2010-Present

#### **Web Content Specialist, User Experience/Digital Marketing**

*Collaborate with information architects, designers, developers, site managers and lines of business to write and edit content for web pages, social media, customer emails and search engine optimization (SEO) articles.*

*Also create blueprints for web builders that have everything needed to build a webpage, including meta descriptions, web trend tags, browser titles, H1s, H2s, body copy, image filenames, components, breadcrumbs and button labels.*

- Rewrote much of the content for a redesign of customer account self servicing, with responsive design at the forefront.
- Created a five-page web layout to serve as a co-branded template for dozens of Nationwide Insurance affinity partners.
- Wrote the digital copy for web banners, filmstrips, social media posts and emails for a comprehensive catastrophe plan for Nationwide Insurance's Brand team.
- Rewrote all the post-login content and much of the pre-login content for 57 retirement websites, including nrsforu.com and the website for the largest deferred compensation plan in the world: the New York State Deferred Compensation Plan.
- Helped rewrite more than 2,700 pages on nationwide.com as the company migrated from one content management system (Documentum) to another (Tridion).

**Nippert Communications;** Lancaster, Ohio

2003-2009

#### **Marketing Director**

*Was responsible for the company's marketing and advertising, including newspaper advertisements, direct mail campaigns, billboards, radio and television commercials, outdoor displays and in-store merchandising.*

- Oversaw company's **\$146K/year** advertising/marketing budget.
- Contributed **\$50K/year** profit in B2B and B2C sales.
- Wrote proposals for market development funds; one resulting in **\$50K**.
- Managed company's e-commerce business leading to e-Bay sales of **\$40K** in 2006.
- Redesigned and updated the company website (**45 to 50 pages**) .
- Helped employer earn Lancaster Fairfield County Chamber of Commerce award (2004).
- Wrote and maintained company's **35-page** employee manual.

**J.P. Morgan Chase & Co.;** Columbus, Ohio

2000-2003

#### **Documentation Specialist/Technical Writer**

*Wrote online procedures and manuals for audits and training for Chase Manhattan Mortgage Corporation's Risk Management Department.*

- Employed Information Mapping® and single-sourcing techniques.
- Member of Society for Technical Communication.
- Documented step-by-step employee procedures for all areas of Default.

**J.P. Morgan Chase & Co.;** Columbus, Ohio 1998-2000  
**Loss Mitigation Specialist**  
*As part of Chase Manhattan Mortgage Corporation's Loss Mitigation Department, completed loan modifications, partial claims and pre-foreclosure sales for delinquent mortgagors with FHA loans.*

- Consistently exceeded monthly goals (**125% average**) for completing FHA workouts.
- Participated in a year-long focus group on growth and development.
- Acted as business coach and trainer for new hires.
- Contributed articles to interdepartmental newsletter.

**Small Business News;** Columbus, Ohio 1996-1997  
**Freelance Writer**  
*Covered government and education in suburbs of Canal Winchester and Groveport.*

**Suburban News Publications;** Columbus, Ohio 1996-1997  
**Reporter**  
*Covered small businesses and non-profit organizations in Central Ohio.*

## Education

**The Art Institute of Pittsburgh Online Division** 2011  
**Digital Design Diploma**  
*Maintained a 4.0 GPA throughout the 18-month program that incorporates desktop-publishing and web-design applications in Adobe Creative Suite, including Dreamweaver, Illustrator, InDesign and Photoshop.*

**The Ohio State University;** Columbus, Ohio 1996  
**M.A. in Journalism**

- Internship at Gerbig, Snell, Weisheimer & Assoc. (now part of inVentiv Health).
- Summer Internship at *Information Entrepreneur Magazine* (Traverse City, Mich.).
- General assignment reporter with *The Lantern*.

**Ripon College;** Ripon, Wis. 1992  
**B.A. in English**

## Professional Organizations

**Professional Career Development Network, Inc.** 2012-Present  
*Responsible for this non-profit's website (<http://www.procareernetwork.org/>), monthly e-newsletter (via WordPress) and social media (Facebook and Twitter).*

**Examiner.com** 2009-2012  
*Wrote 70 articles about unemployment, the economy and job transition for online news site examiner.com.*

**Columbus American Marketing Association (CAMA)** 2009-2011  
*Used ExactTarget to help write and edit content for the organization's monthly e-newsletter.*

**Nationwide Children's Hospital Development Board** 1999-2010  
*Helped market this non-profit's largest annual fundraiser: *The Woody Hayes Celebrity Golf Classic*.*