

Vivian Manning-Schaffel

(917) 363-4393

contact@vivianmanningschaffel.com

EXPERIENCE

Freelance Writer

October 2000 – Present

Content Management/Copy/Editorial: Oversees content development. Develops and executes conceptual verbiage in keeping with brand message strategy. Writes and edits promotional, advertorial and editorial efforts both on and offline, including marketing collateral, product description, advertisements, banner ads and direct mail efforts. Manages and edits copy submitted by multiple writers to ensure consistency of brand voice. Presents fully integrated solutions to agencies and clients.

Clients include: **Arc Worldwide** (*Kellogg's, Starbucks*), **Tribal DDB** (*Neutrogena, Dannon*), **Time Warner Cable, Infinia Group** (*Claritas/Nielsen, BNP Paribas*), **Innerscope Research, The O Group** (*Hennessy*), **SpinMill Group** (*Institute of Management Accountants*), **Zentropy Partners** (*Maybelline, Chase*), **Verse Group** (*Samsung/Pleomax, St. Joe Company*), **Sequel Studios** (*PNC Bank*), **Mindshock** (*International Toy Center*), **BPS Media Solutions** (*Cuisinart, Orchid Genescreen*), **Cheil Communications** (*Samsung*), **Bluefly.com, Bobbi Brown Cosmetics, GAP International**

Journalism: Regularly contributes articles, profiles and reviews to:

- **SELF**
- **Parents**
- **Parenting**
- **Babble.com**
- **The Advocate**
- **The New York Post**
- **Business Week**
- **Brandchannel.com** — a division of **Interbrand**

Naming/Verbal Identity: Consults and collaborates with project team members on verbal communication of brand strategy, generates names, tag lines and nomenclature in accordance with their clients' business goals. Communicates creative recommendations to clients via written and oral presentations.

Clients include: **Interbrand** (*Smirnoff, Verizon, AOL, Maybelline, Sprite, PNC Bank, Ross Nutritional Products, Verizon, Sierra Wireless*), **LAM Design** (*Schick*), **Cornerstone Strategic Branding** (*Winston, NASCAR*)

Copywriter/Account Manager

October 1999 – October 2000

LUMINANT WORLDWIDE, New York, NY

- Wrote and proofread copy for clients including Beck's Beer and DeBeers.
- Wrote and edited weekly corporate newsletter, managed contributing writers.
- Wrote user manuals for software applications.
- Managed global accounts such as JVC and DeBeers, coordinated with internal resources to deliver integrated web solutions.
- Coordinated and conducted client-team meetings, drafted and distributed scopes of work, creative briefs, status reports and meeting minutes.

Communications Coordinator

June 1998 – July 1999

GRUBMAN, INDURSKY, SCHINDLER New York, NY

- Coordinated client/artist relations and development through all phases of negotiation process.
- Drafted and amended recording contracts, production agreements, publishing deals, endorsement agreements with major record labels and corporations.

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EXPERIENCE *(continued)*

Music Journalist

June 1997 – June 1998

ISLAND EAR, Long Island, NY

- Wrote feature articles on celebrity musicians, reviewed live concerts and new music releases for popular regional publication.

Copywriter/Account Executive

March 1997 – June 1998

MUZE, INC., New York, NY

- Wrote and edited album reviews used worldwide in Muze for Music database.
- Leading sales representative with highest revenue, Q1 1998.

Copywriter

September 1996 – January 1997

NEWBURY COMICS, INC., Boston, MA

- Responsible for copywriting all Newbury Comics radio commercials airing throughout New England.
- Developed press lists, wrote and distributed press releases for Newbury Comics, Inc.

Director of Radio Promotion/Publicity

March 1996 – September 1996

WICKED DISC RECORDS (A NEWBURY COMICS Company), Boston, MA

- Composed all press releases and band biographies, arranged for print and radio interviews.
- Formulated and executed all radio promotion strategies for artists on college and commercial radio.

EDUCATION

Parsons School of Design, Hunter College

COMPUTER PROFICIENCY

Photoshop 6.0, Illustrator 8.0, HTML, Vignette Story Server, Windows XP, Microsoft Word, Publisher, Excel, PowerPoint, Outlook, Lotus Notes, WordPerfect, Dbase for Windows and more.

Proficient on PC and Mac.