

James M. Hinckley

930 South Madison Avenue

LaGrange, IL 60525

office: (708) 352-7417 mobile: (708) 269-7417

e-mail: jim@jhwm.net

Objective: Copywriting and/or graphic design opportunities (either full-time or freelance) in which I can help a client(s) or company achieve their marketing/communications goals cost-effectively. Using my more than 17 years of experience in direct marketing and brand advertising, I seek to help clients build and maintain strong, profitable relationships with customers, employees, and other key partners.

J H WRITING & MARKETING SERVICES La Grange, IL 9/03 – present

Founder, Writer/Graphic Designer/Strategist. Developing marketing strategy, copy, and graphic designs and layouts for direct mail, e-mail, collateral, web content, publicity, newsletters, and more, helping a diverse clientele win and retain customers cost-effectively. Clients—and services provided to them—include:

- **ABN AMRO / LaSalle Bank:** direct mail, collateral, employee communications, web site strategy, etc.
- **AthletiCo** (sports medicine clinics): strategic publicity to build brand awareness, generate sales leads
- **Cardholders Brokerage Services Inc.:** all-new corporate web site copy, including new positioning
- **Community Extension Project of LaGrange:** fundraising case statement (PowerPoint presentation)
- **Northwestern Memorial Hospital Dental Center:** direct mail/collateral, generating leads, awareness
- **Professional Education Institute, Inc:** web site copy, generating sales of educational books and CDs
- **Retirement Corporation of America:** series of e-mails moving prospect to open an account and invest
- **Sarpino's USA** (gourmet Italian restaurants): web site copy, to recruit and educate new franchisees
- **Seattle Sutton's Healthy Eating:** direct mail, print ads, collateral, signage, competitor research, etc.
- **Shore Tompkins Actuarial Resources:** direct mail/ collateral to build brand awareness, generate leads

McDONALD'S CORPORATION Oak Brook, IL

10/01 - 5/03

Business Development Manager, Facilities & Systems (F&S) Department.

As department's key liaison to McDonald's Regional Office Managers, **wrote hundreds of e-mails** clarifying how to use preferred-vendor contracts for office real estate services, telecommunications services, office equipment, office supplies, records management, and more. **Built strong relationships with clients** while teaching them to use websites and 800 #s for information to run their offices more cost-effectively.

- For McDonald's first-ever Remote Worker program: **Wrote major sections of The RW Resource Guide**, defining remote workers' ordering/training/billing processes for F&S' services. Also communicated these processes to Regional Managers and Remote Workers via daily e-mails, phone calls, conference calls, and McDonald's Intranet sites.
- Increased Regional Managers' loyalty to F&S by researching and replying to their questions and concerns about F&S vendors. Informed F&S of customers' specific issues regarding vendors' service, policies and contract pricing.

COOLSAVINGS.COM Chicago

11/99 - 2/01

National Account Director on First USA, MCI (consumer long-distance) and CoolDining online direct-marketing programs for the #1-ranked coupon/incentive website. **Wrote copy for client e-mails, text links, and graphics** appearing on the Coolsavings site, and provided key insights to Coolsavings' Sales team in support of their new-business efforts.

- **First USA:** Grew this credit card customer-acquisition program into Coolsavings' #1 revenue source via targeted e-mail, onsite creative, and new offers. Wrote and presented to client in-depth analyses of their program's performance on Coolsavings.

- MCI: Helped the consumer long distance unit lower its customer acquisition costs and increase retention via e-mail, onsite creative, and new offers. Wrote and presented program-performance analyses.
- CoolDining: Directed the operational and marketing launch of this program, which delivered online rewards for dining and was strategically important for its ability to increase return visits to the Coolsavings site.

AT&T BROADBAND & INTERNET SERVICES Mt. Prospect, IL 2/99 - 11/99
Marketing Manager, NorthWest Chicago Region, a key area of AT&T's largest U.S. cable market.
Grew Region's AT&T@Home Cable Internet customer base, achieving sales goals in my first 2 quarters in this role:

- Sales Events: Planned and supervised AT&T@Home weekly sales events at major community events, local retailers such as CompUSA, and other sites.
- Local Advertising: Directed vendors in developing communications to drive consumers to events, including direct mail, TV, print and telemarketing. Trained and monitored sales reps before and during sales events.
- National Advertising: Coordinated NW Chicago region's participation in national @Home campaigns. Also developed Spring '99 Digital Competitive Response Campaign, a series of mailings which virtually halted net customer losses in both May (-0.1%) and June (0%) in five local markets.

AMERITECH Hoffman Estates, Illinois 1/97 - 1/99
Advertising Manager, AMERITECH CELLULAR & PAGING (3/98 - 1/99)

Led strategic and creative development of all weekly consumer advertising. As a key member of the Consumer Segment team, drove profitability by writing/executing marketing strategies, ad concepts, and media plans. Liaison for ad agencies and Ameritech Cellular field marketing personnel. Supervised two Assistant Ad Managers.

- Quarterly Promos: Shifted consumer sales mix toward higher-price plans using print, radio and TV.
- Prepaid Wireless: Drove "PickUp & Go" cellular sales via ethnic radio, print, outdoor and transit ads.
- Digital Cellular: Increased long-term profitability and competitiveness via "ClearPath" launch campaigns.
- Other Responsibilities: Managed \$35 million media budget, wrote ad-agency reviews, and ensured mass-media creative was integrated into Co-op ads, Collateral, Events, Local Ads and Ameritech Website.

Marketing Communications Manager, AMERITECH CONSUMER SERVICES (1/97 - 2/98)

Played a major role in successfully launching the Consumer Winback and Ameritech Select Customer-Loyalty programs, by leading development of their direct marketing programs. Received two Ameritech Performance Excellence Awards.

- Winback: Created direct mail programs which were essential to winning back 21% of full-line and 51% of local-toll defectors in 1997 (goals were 18% and 49%, respectively). Led all strategic-planning, creative-development, and production efforts; led successful search for an ad agency with winback experience.
- Loyalty: 10/97 Ameritech Select survey mailing generated 13% response without an incentive and lifted to 51% (from 28%) best customers' preference of Ameritech as their sole telecom provider. Other mailings doubled these high-revenue customers' awareness of being "one of our best customers."

BRANN BLAU (formerly Blau Direct Edge) Chicago 3/94 - 12/96
Senior Account Executive for Sprint and Visa (VisaPhone calling card), Sprint Cellular and other clients.

- Helped Sprint and Visa double VisaPhone customer base and achieved highest VisaPhone response rate ever (2.9%) by leading development of direct mail and inserts for new "flat-rate" VisaPhone calling card.
- Wrote and presented to Sprint proposals to drive VisaPhone activations and usage via direct-mail retention and cross-sell programs, and via product changes.
- Managed all creative and production, wrote and presented to clients in-depth, "turn-key" procedures for these programs, and served as key liaison between Visa Issuers, Sprint, Visa USA and agency teammates.

- Cellular/Long-Distance Cross-Sell: Developed point-of-sale materials which helped increase Sprint's long-distance market share by 8.5% in Sprint Cellular markets.

J. WALTER THOMPSON USA Chicago 3/92 - 2/93

Account Executive for Pollio Dairy (a division of Kraft, Inc.) and Premier Cruise Lines clients.

- Pollio Dairy: Extensively researched and wrote competitive assessment of shredded mozzarella category, including recommendation on how to maximize a decreased media budget.
- Premier Cruise Lines: Helped increase sales of more-profitable Cruise & Disney vacation (vs. cruise only), by leading team in developing strategy, creative and media plans for radio and print ads. Wrote in-depth analyses of advertising performance.

HILL, HOLLIDAY, CONNORS, COSMOPULOS Los Angeles 1/90 - 3/92

Account Executive for Infiniti Division of Nissan Motor Corporation client.

- Increased dealers' sales-lead volume, and built brand awareness, via national 800-#-fulfillment mail program. Made lead reports more accurate and relevant to Infiniti dealers via re-designs and quality control procedures.
- Drove more leads to dealers by integrating offers for Infiniti-sponsored events into fulfillment mailings.
- Product-introduction DM: developed mailings for the national launch of the Infiniti Q45 and J30 models, meeting dealers' urgent need for highly qualified leads and bolstering the brand image in the launch TV and print ads.
- Managed dealer direct mail program, enabling dealers to target local prospects with high-quality, low-cost direct mail.

BOZELL WORLDWIDE Los Angeles 1989

Account Executive for California Federal Bank client.

Retail Advertising: Drove increases in consumer deposits, loans, and brand awareness by managing print, radio and TV ads. Home-equity loan campaign exceeded goal by over 50%. Led development of a new, customer-testimonial-based branding campaign. Also developed Retirement Services campaign consisting of print ad, point-of-sale, collateral, and trade-show materials and for Cal Fed.

N. AMERICAN INTEGRATED MARKETING Pasadena, California 3/88 - 2/89

Account Executive for Wells Fargo Bank, Avco Financial, Continental American Life Insurance clients, and other financial-services clients.

Customer-Acquisition Direct Marketing: Helped clients acquire new customers for credit cards, auto insurance, life insurance, auto loans and other financial services by developing direct mail from creative concept to production.

Education & Computer Literacy

- **Northwestern University**, Evanston, IL. BA, Political Science, 6/84. Four-year letter winner on varsity track and cross-country (MVP, senior year). Member/officer, Sigma Chi fraternity.
- Computer skills: Microsoft Word, Excel, PowerPoint, Publisher, Access, Outlook, and Windows Movie Maker. Adobe Acrobat, GoLive, Illustrator, InDesign, and Photoshop.