

Greg Mischio

- Experience** *2001-Present* *Madison, WI*
Freelance Copywriter
- Freelance copywriter for clients including Wisconsin Historical Society, Parson Consulting, House on the Rock, Emerson Electronics, Hufcor, NAPA Brakes, Gammex, Firstlogic and Penda bedliners.
- 2001-2007* *CUNA Mutual Insurance* *Madison, WI*
Copywriter and Direct Response Specialist
- Copywriter for Business to Business and Business to Member teams. Responsible for writing print ads, direct mail, web content and corporate collateral for \$3 billion dollar insurance company.
- 2000-2001* *Reed Sendecke, Inc.* *Madison, WI*
Copywriter
- Copywriter on the creative team that handled advertising agency's largest business-to-business account. Responsible for conceiving and copywriting all direct mail, print ads and corporate collateral for the Liebert Corp., a \$900 million dollar per year subsidiary of Emerson Network Power.
- 1996-2000* *Endicott Financial* *Madison, WI*
Marketing Director / Copywriter
- Principal creative director for in-house agency. Responsible for writing and creating all internal and external print, radio and television materials. Maintained company and customer newsletters.
- 1991-1996* *Madison Metro Transit* *Madison, WI*
Marketing Specialist
- Primary copywriter at in-house agency. Responsible for writing all ad copy for radio, print, television and outdoor advertising. Wrote monthly employee newsletter and quarterly customer newsletter.
- Education** **1987-1991** **University of Wisconsin-Madison** **Madison, WI**
- B.A., Journalism with Advertising and Public Relations emphasis.

Skills Written extensive amounts of direct mail, radio ads, corporate collateral, display ads, catalog and web copy. Created marketing plans and brand architectures. Principal writer and editor of in-house employee and customer publications.