

## RICHARD F. HARTZELL

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### PROFILE

Versatile online copywriter, copy editor, proofreader, and merchandising and direct marketing professional with deep experience promoting and selling consumer, professional, and technical books and software. Expertise in conforming copy and spelling to *Associated Press Stylebook* and *Chicago Manual of Style* guidelines. Familiarity with social media and paid search promotional tools plus SEO.

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### PROFESSIONAL EXPERIENCE

#### **Copywriter, Copy Editor, Proofreader, & Marketing Consultant, New York, NY** **2011-Present**

Provide copy, rewriting, and proofreading expertise to publishing and other clients, including science and technical publisher [Elsevier](#) (copywriting, copy editing, and proofreading), tech startup [Securifi](#) (press release copy, package copy, demo video production, trade show representation, and publicity), landing-page-creation platform [Pagewiz](#) (copywriting, copy editing, blogging and proofreading), ebook reading community site [Copia.com](#) (textbook merchandising), online collectables marketplace [1stdibs.com](#) (copy editing and proofreading), SoCal Mexican cantina [Las Cascadas](#) (Facebook social media) and Bronxville-based mom-and-pop startup [Dobbs & Bishop Fine Cheese](#) (web refresh, tweeting, and MailChimp email marketing). See my portfolio at [RFHartzell.com](#).

#### **Barnes & Noble.com, New York, NY** **2002-2011**

*Merchandising Editor*, Core Media Group (2006-2011)

Built major seasonal cross-channel promotions, such as *Back to School* and *New Year, New You* plus targeted efforts for B&N proprietary product. Merchandised BN.com's Bookstore, coordinating with other book merchandisers to promote BN.com's latest book offers and new releases plus writing, editing, and proofing sell copy and ordering collateral art as needed. Collaborated with publishers to assure books receiving major media attention—from Oprah Winfrey author appearances to *NY Times* book reviews—gained appropriate Bookstore, Gateway, and subject-page visibility. Coordinated with in-house social media team to publicize promotions on Facebook and Twitter.

- From 2008 into 2011, merchandised Rosetta Stone language software and helped drive its dot com annual revenues from \$800K to \$3 million.
- Used Coremetrics' web analytics to double clickthroughs and quadruple sales life of annual "Best of" promotions by boosting their visibility to the top of the Bookstore's highly trafficked upper left nav.

*Buyer/Merchandiser*, B2B Group (2002-2006)

Bought and merchandised all computing, engineering, business, and sci-tech frontlist titles for this \$75 million BN.com retail segment. Following segregation of buying and merchandising personnel merchandised these subjects exclusively for the B2B Group, including building author storefronts plus targeted promotions for such clients as IBM and AAA. Sourced B&N branded canvas tote bags, pens, and bookmarks as client premiums plus branded tablecloths, oxford shirts, and rollaway signs for our client managers to use at on-site sales events.

- Collaborated with McGraw-Hill to sell 25,000+ copies of its Intuit-authorized *QuickBooks: The Official Guide* through a trackable QuickBooks software package insert offering a deep discount via a custom BN.com B2B merchandising page I built and maintained.
- Saved BN.com tens of thousands of dollars by alerting the title data group that Holtzbrinck Publishers' entire textbook line was selling at a steep trade discount instead of a standard textbook discount.

**Bookspan, New York, NY**

**1999-2001**

*Director, Telecommunications and Electrical & Computer Engineering Book Clubs*

Guided clubs by curating and buying all club frontlist titles. Negotiated with publishers to acquire titles below cost of sale target. Delegated acquisitions follow-up to assistant. Wrote creative briefs for all titles and edited and proofread submitted copy. Assisted direct marketing in building new member offers, editing and approving copy.

- Maintained highest sales per announcement (SPA) mailed of \$5.54 in fiscal 2000/2001—32% above average of all other clubs in my segment.
- Conceived new member offers that boosted Telecommunications Book Club's membership from 13K to 18K in 10 months.

**McGraw-Hill Companies' Professional Book Group, New York, NY**

**1996-1999**

*Direct Marketing Manager, Direct Marketing Department*

Led \$3 million direct marketing program for computing and electronics books and software. Budgeted expenditures and revenue, prepared monthly forecasts, and selected product for promotion. Researched lists and wrote mail and telemarketing plans. Planned split tests, analyzed P&Ls, and picked continuations. Outsourced and managed telemarketing.

- Boosted Osborne computer book DM revenues 224% in two years.
- Conceived and managed building of an online order form generator to allow staff to build campaign specific, list-specific online order forms to track Internet sales triggered by conventional DM.

**ADDITIONAL EXPERIENCE**

**R.R. Bowker, Inc., New York, NY, Senior Promotional Copywriter**

***Wilson Library Bulletin, New York, NY, Freelance Columnist, "Eye on Publishing"***

**EDUCATION**

**Google AdWords Fundamentals Certified ([May 2013](#))**

**Bachelor of Arts, History, Grinnell College, Grinnell, Iowa (Phi Beta Kappa and Grinnell College Honor Society)**