

## DAVID ALAN HUGHES

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### Experienced Advertising Professional with Focus on Copywriting and Copy Directing

Advertising Professional with substantial experience in direct mail advertising. Possess solid creative, organizational and managerial skills. Highlights include:

- Sharp focus on schedules resulted in always meeting deadlines in an extremely fast-paced environment.
- Strong people skills translated into successfully managing designers and copywriters as well as freelance staff.
- Accomplished team player skills made interaction with marketing and editorial a productive and pleasant experience.
- Detail oriented with ability to make quick decisions which created smooth workflow.
- Consistently increased membership and sales by creating winning catalogs and print ads: InsightOut female package lifted response 109%; InsightOut male flashy package lifted response 41% as well as getting a 24% lift in Out magazine; Mosaico celebrity package lifted response 25%.
- Created the newest campaigns for the company's growth, overseeing the process from concepts to the finished direct mail package.
- Wrote concept copy for the newest campaigns and special projects.

### PROFESSIONAL EXPERIENCE

**Pasteur Publishing**, New York, NY

**2007-2012**

***Creative Copy Manager***

Managed copy for direct mail and e-mail campaigns.

- Oversaw writers for direct mail projects.
- Oversaw all continuities programs.
- Major involvement in new product development.

**SPIEGEL**, New York, NY

**2005-2006**

***Creative Copy Manager/ Voice of Spiegel***

Oversaw all editorial copy for advertising including catalogs, print ads, flyers and e-mails.

- Wrote all editorial copy, headlines, contributor bios and interviews for the catalogs and any other promotional pieces and advertisements.
- Acted as the creative copy leader in meetings with marketing and design and buying teams.
- Managed the Spiegel internet copywriter.

**BOOKSPAN**, Garden City, NY  
***Creative Copy Director***

2001-2005

Oversaw all copy for advertising including catalogs, print ads, flyers and e-commerce.

- Managed copywriters for existing book clubs, Internet e-mails, special projects and new product development.
- Acted as the creative copy leader in meetings with marketing and editorial departments.
- Created copy for Bookspan's newest book clubs, from concepts to the initial launch.
- Successfully supervised copywriters as well as freelance staff maximizing creative output.
- Acted as liaison between the creative department and marketing/editorial departments regarding copy issues, employing tact and patience which resulted in productive outcomes.
- Acted as a troubleshooter, solving problems for staff and interdepartmental team players to keep work flowing.

**BLOOMINGDALE'S**, New York, NY  
***Advertising Department***

1996-2001

Wrote promotional copy for Bloomingdale's including catalogs and print ads.

- Increased sales by writing winning copy for women's, men's, and children's fashion advertisements.
- Created seasonal catalog, newspaper and magazine campaigns to promote the latest fashion trends.
- Met with buyers to brainstorm and discuss the upcoming catalogs, newspaper and magazine ads.
- Created branding concepts and materials for Bloomingdale's own labels.

**HERSHEY COMMUNICATIONS** (Formerly Commercial Graphics, Inc)  
New York, NY  
***Copy Director***

1991-1996

Produced direct-mail catalogs

- Managed all aspects of copy production from manuscript to blueline for *Bloomingdale's*, *Bon Marche*, *One 212* and other clients.
- Made all copy revisions.
- Hired and supervised freelance proofreading staff.
- Acted as liaison with clients, account managers, production staff and art directors.

**EDUCATION**

**Catawba College**, Salisbury, NC  
BA English Literature/Theatre and Speech Education

**SPECIAL SKILLS**

Quark Xpress, InDesign, Microsoft Word, Copywriting, Copy Editing, Acting, and Voiceovers.

**HOBBIES**

Watercolor painting, bike riding, gardening, cooking, walking my Westie, Buddy.