

**Jay Tormey**  
Marketing Communications  
Writer / Proofreader

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Newburyport, MA 01950

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**SUMMARY**

A highly experienced, industrial-strength marketing communications writer with an exceptional range of skills. Will bring disciplined brainpower, big agency experience, broad marketing knowledge, and an offbeat creative twist to your marketing communications programs.

- A true professional with proven strength in life sciences, technology, and financial writing. Very results oriented. Sharp strategist. Deft humorist. Meticulous craftsman. Thick skin. No ego.
- Expert in high level message development – will crystallize your complex communications into vital customer-focused creative concepts that inform and motivate.
- Experienced in all media – from TV, radio, and print advertising, to online content, rich media, collateral, press releases, outdoor media, retail signage, scriptwriting, corporate events, and guerilla marketing, as well as general business writing, editing and proofreading.
- Has delivered successful programs for many notable clients including *Tufts Health Plan, Bayer Diagnostics, Pfizer, Lindt, Timberland, MetLife, Veryfine, Smartfood, Lojack, Lotus, Houghton Mifflin*, many more. (Actually wrote questions for *Trivial Pursuit*.)

**EXPERIENCE**

**Creative Director / Marketing Communications Writer**

RENAISSANCE DIRECT, Ipswich, Massachusetts. 1993 – Present.

Develops messaging, creative concepts and copy for marketing communications in all media for a wide range of clients. Works closely with clients to build a messaging strategy that communicates exactly what prospects need to understand to fully appreciate the client's value proposition.

**Creative Consultant / Marketing Communications Writer**

CREATIVE GUY, (sole proprietorship), Newburyport, Massachusetts. 1993 – Present.

In addition to work with Renaissance Direct, consults to develop and implement targeted market messaging platforms and creative concepts for personal clients. Consulted on new product development for Pizza Hut, Hersheys, Ocean Spray. Coordinated, facilitated, coached, and directed C-level executives for series of executive visioning/motivational seminars for Schlumberger, a major international oil-field services company.

**Senior Writer**

MULLEN, Wenham, Massachusetts. 1988 – 1993.

Developed positioning, creative concepts and copy for assigned accounts plus direct marketing and collateral projects as writer-at-large throughout the agency.

**Associate Creative Director /Senior Writer**

BOMBACI + MITCHELL ASSOCIATES, Wellesley Hills, Massachusetts. 1985-1988.

Developed concept and copy for all consumer and business-to-business accounts, including print, collateral, direct mail, PR and broadcast.

**Senior Writer**

CANTON ADVERTISING, Canton, Massachusetts. 1981-1985.

As Senior Writer on staff of five, created hundreds of TV, radio, and newspaper ads as well as outdoor, circulars, signage, press releases, etc. for Hills Department Stores, one of ten largest discount retail chains in US.

**EDUCATION**

- Massachusetts Institute of Technology, Cambridge, Massachusetts.
- Additional non-credit studies at Harvard University, Scripps Institute of Oceanography, Emerson College, Northeastern University.

\* \* \* Portfolio and client listing available online at [www.jtormey.com](http://www.jtormey.com) \* \* \*