

Christopher D. Lepine

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Experience/Skills: Instructional design, training, strategy, research, copywriting, marketing communications, client relations, fieldwork, promotional/sales materials, desktop and new media publishing, and document design. MS Excel, MS Word, MS Access, MS PowerPoint, Symantec Act!, Goldmine, Adobe PageMaker, Adobe Photoshop, Adobe Acrobat Writer/Distiller, and Visio.

Communications and Copywriting

- ◆ Designed and executed successful direct mail campaigns.
- ◆ Improved direct response in an existing campaign from 2.25% to 6.35%.
- ◆ Wrote several news releases and articles.
- ◆ Created numerous case studies.
- ◆ Wrote several brochures.
- ◆ Created product training materials and delivered training sessions.
- ◆ Interviewee on radio and television.
- ◆ Facilitated panel discussions and led workshops.
- ◆ Presented to over 2,500 students with over 2,800 hours of instruction.
- ◆ Research, design, write, publish, and promote books. Authored three books on life-skills themes along with several articles. This includes the creation and maintenance of a Web site with electronic commerce features and copywriting all marketing messages.

Marketing

- ◆ Established new media sales efforts with over 115 prospective companies and their key contacts.
- ◆ Conducted inside sales for engineering firm in US and Canada, 90 facilities and 360 contacts.
- ◆ Consistently generated numerous leads and proposals with potential for over 3 million dollars in sales.
- ◆ Designed and administered sales/marketing database for two engineering companies, 1800 contacts.
- ◆ Prospected and qualified 347 national corporate clients for software.

Portfolio Links (Click on this link while online or go to <http://www.cdlsv.com/summit>).

Work History

2001- 2003 **Healex Systems** (Wilmington, DE): Marketing and Sales Specialist
Founded in 1990, Healex Systems provides software products for inventory management and public education administration. It also specializes in custom programming for document processes and data reporting.

Responsible for all copywriting. Provided all marketing communications and PR planning and support for firm: News releases, Web site copy, brochures, direct marketing, software manuals, and other training materials. Managee research and carried out all sales activities including presentations, documentation, and account management, as well as client training. Have achieved substantial improvement of response from an ongoing direct marketing campaign and local PR exposure.

Work History/Continued

- 2000– (Present) **Summit Copywriting Services** (Newark, DE): Writer/President
Manage and carry out strategy, marketing, book design, creative, layout, production, promotion, sales, and all business aspects. Write all materials: Web site copy, news releases, case studies, seminars, brochures, advertising, direct mail, proposals, etc.
- 1998-1999 **Integrated Media Concepts** (Wilmington, DE): Account Executive
IMC is a new-media communications agency that designs solutions for clients' internal and external customers through presentations, applications, and systems in several formats: *Internet, extranet, intranet, CD, and touch-screen kiosks*. Firm focuses on ROI and provides marketing consultation to oversee assessment and delivery, promotion, and improvement of proper system and messages. Firm delivers marketing, producer, design, and programming services.
- Responsibilities covered all aspects of client relations and new client development, including: Account management, needs assessment, strategy, product design, market analysis, prospecting, project oversight, presentations, solution formulation, proper documentation, and coordination of company resources. Received 60% raise and one promotion in one year.
- 1995-1997 **Solid Systems Engineering** (Boulder, CO): Sales Consultant
This firm focuses on engineering solutions and products for the bulk solids handling industries including manufacturing, mining, smelting, agriculture, cement production, and coal-fired power generation.
- Responsibilities for direct client relations in the field at facilities. Assessed production issues, created proposals, and oversaw account management. Also included lead generation, marketing campaign management, process design, and database management. Received three raises and one promotion in one year.
- 1994 **InfoNow** (Boulder, CO): Sales Representative
A content and software publishing company that specialized in a CD product facilitating real-time, in-home purchase and product fulfillment.
- Responsible for handling incoming customer calls and prospecting business clients for software needs.
- 1990-1994 **Boulder Valley Public Schools** (Boulder, CO): Elementary School Teacher

Education/Certification

- 2000 **University of Delaware:** Business writing courses
- 1986 **University of Colorado:** Colorado Type A Certificate, Elementary Education
- 1984 **University of Colorado:** Bachelor of Arts, Psychology/Anthropology