

## CINDY L'ESPERANCE

704.969.3996 • [cindy@sevenstoneswriting.com](mailto:cindy@sevenstoneswriting.com)  
[www.sevenstoneswriting.com](http://www.sevenstoneswriting.com) • [www.linkedin.com/in/sevenstones](http://www.linkedin.com/in/sevenstones)

*Versatile marketing and creative professional with 20 years' ad agency and corporate experience*

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### PROFESSIONAL HISTORY

#### **Owner/Senior Writer** (8/06 - present)

Seven Stones, Inc. Strategic Writing Services, Charlotte, NC

- Provide communications consulting, craft messaging and develop content for a diverse national/international client base, 99% of which is repeat and referral business. Categories include healthcare, technology, executive recruiting, management consulting, others.
- Research and write SEO web content, newsletters, thought leadership, press releases, digital/print ad campaigns, proposals, brochures and direct mail.
- Consult with clients on brand identity and positioning, web navigation and user experience.
- Manage freelance writers on an as-needed basis.

#### **Copy Supervisor** (9/04 – 8/06)

Time Warner Cable, New York, NY

- Developed concepts and copy for customer acquisition and retention campaigns: direct mail, print, outdoor and web. The creative team's work was recognized with cable industry awards, and adopted by corporate office for national campaigns.
- Collaborated with multidisciplinary teams to ensure brand integrity and consensus among affiliates (e.g. cable networks), senior management and legal department.
- Promoted from Senior Copywriter to new Copy Supervisor position within one year.
- Supervised and trained proofreaders/junior copywriters.

#### **Senior Copywriter** (3/01 – 9/04)

Posner Advertising, New York, NY

- Managed creative projects for mid-sized ad agency specializing in high-end real estate and hospitality. Work was recognized with real estate industry awards.
- Initiated a process for managing quality control and consistency of creative.
- Collaborated with senior management on business development initiatives.

#### **Senior Copywriter** (9/00 - 3/01)

Len Dugow & Associates, New York, NY

- Wrote copy for brochures, print, direct mail and web for boutique ad agency catering to luxury brands such as Four Seasons/Ritz-Carlton.
- Worked directly with key accounts on a regular basis to define brand and develop strategies.
- Collaborated with creative director and art directors to develop concepts and prepare creative presentations.

**Senior Copywriter (12/98 - 9/00)**

Bookspan (formerly Doubleday Direct), Garden City, NY

- Created specialty book clubs as part of the New Product Development team.
- Collaborated with creative, marketing and editorial staff on brand positioning/identity and creative direction, including product (book club) naming.
- Developed direct mail launch packages, ad campaigns, catalogs and web content for new clubs in partnership with art directors and creative managers.
- Selected as copy lead for major multi-product Y2K millennium campaign and catalog.
- Trained colleagues to assume ongoing retention and acquisition responsibilities for new clubs post-launch.

**Marketing Communications Manager (12/97 - 12/98)****Technical Writer (5/97 - 12/97)**

Des Lauriers Municipal Solutions, Walpole, MA

- Created and implemented marketing and public relations program for tech startup, including print, web and press initiatives.
- Promoted from Technical Writer to Marketing Communications Manager, a new position created for me, within seven months.
- Drove 400% sales increase over a period of approximately eight months.
- Developed software user manuals and training materials for on- and off-site seminars.

**Copywriter (3/92 - 5/97)**

RCI Next Generation, Waltham, MA

- Participated in all areas of the business as first employee to join startup ad agency: creative development, media, production, new client pitches, etc.
- Contributed to organization's growth from a four-person startup (including two principals) to a mid-sized agency of 40+ employees over a five-year period.

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**EDUCATION**

BA/University of Rhode Island; Graduated *magna cum laude*, 1989

Phi Beta Kappa; 3.7 GPA; Dean's List, all semesters

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**AWARDS**

- Webby Honoree; Creativity 37 Gold Award, Website; Silver Winner, W3 Website Excellence Awards; Gold Winner, Davey Awards: luxorio.com
- Creativity 37 Gold Award, Collateral Material: LuxoRio Multimedia Kit
- Bronze Winner, Horizon Interactive Awards: darlingdesign.com
- CTAM (Cable & Telecommunications Association for Marketing) Mark Award for Excellence in Cable Marketing: "Give Wonder" direct mail piece
- National Association of Home Builders (NAHB) Pillars of the Industry Award, Best Brochure: The Crest at 63 Wall Street