

RYAN COLE

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WRITER AND EDITOR

**Marketing • Editorial • Creative • Ghostwriting
Business • Health • Travel • Relationships • Politics**

Flexible professional writer with exceptional research skills and excellent deadline performance. Demonstrable mastery of Chicago, MLA, and APA Style Guides. Proven aptitude writing in many different voices, from colloquial to formal. An extensive history of traveling and living abroad, with a verifiable ability to work well off-site under little or no supervision.

Skilled in the entire life cycle of direct marketing campaigns, including SEO, PPC, front-end, and back-end direct response packages. In team settings, recognized as an overwhelmingly positive influence on the attitude and abilities of groups. Excels in leadership positions – specializes in the near-hidden guidance that best brings forth the voice and talent of others, though capable of firm instruction when necessary.

PROFESSIONAL EXPERIENCE

THE OXFORD CLUB

Baltimore, MD

The Oxford Club is a publishing firm that focuses on financial matters and investment, with 600,000+ subscribers to its various newsletters. The Oxford Club's marketing model is entirely direct-response driven.

FREELANCE WRITER

2009-Present

IN-HOUSE COPYWRITER

2007-2009

Studied direct-response copywriting directly under Paul Hollingshead, one of the most respected direct-response copywriters in the country. Attended copywriting conferences, and studied a full year in a copywriter training course. Write marketing packages for front-end newsletter sales, back-end premium service sales, conferences, and investment books. Contribute copy to online marketing, including SEO, PPC, banners, emails and subject lines. Write investor reports and white papers.

TRIPPON FINANCIAL RESEARCH

Off-site

Contract

Trippon Financial Research is an investment newsletter publishing service. Publications include Global Profits Alert, Dividend Genius, China Stock Digest, ETF Profit Report, and others.

FREELANCE WRITER

2011-Present

On retainer as the spearhead copywriter for all marketing efforts. Contribute to the overall marketing strategy for Trippon Products. Responsible for email campaigns, SEO, PPC, long-form sales letters and video sales presentations, email inserts, space ads, banner ads, conference promotions and blurbs, and any other writing needs that may arise.

PROFESSIONAL EXPERIENCE (Continued)

COLLEGE MADE SIMPLE Off-site Contract

College Made Simple is a site devoted to college planning and college finances.

FREELANCE WRITER 2010-Present

Ghostwrite a minimum of two and a maximum of five articles every week. Topics range from financial aid advice to the college selection process. Articles serve as a free feeder to paying portions of the site, and paid services.

DM360 Off-site Contract

DM360 is a clearinghouse agency that numerous businesses use to connect them with direct response copywriters and other editorial services. DM360 takes projects to its qualified stable of freelance writers, and assigns projects based on a bid system.

FREELANCE WRITER 2009-Present

Write special reports on a variety of subjects, including financial, health, and health supplements. Create promotions related to those same subjects.

INVESTMENT UNIVERSITY Off-site Contract

Investment University covers all aspects of business and finance as it pertains to the individual investor. IU reaches well over 100,000 subscribers.

FREELANCE WRITER 2009-2011

Wrote two news-based articles a week. Covered the technology beat, and other subjects as required.

TAIPAN PUBLISHING GROUP Off-site Contract

The Taipan Publishing Group is a publishing firm that produces numerous financial newsletters, reaching tens of thousands of readers.

FREELANCE WRITER 2009-2011

Wrote news analysis articles twice a week. Wrote special reports. Created direct-mail promotions.

ANGEL PUBLISHING Off-site Contract

Angel Publishing is a young firm that produces numerous financial newsletters, reaching tens of thousands of readers. Specialities include Green Investing and Small Caps.

FREELANCE WRITER 2009-2010

Wrote special reports. Wrote promotions. Last promotion with Angel was so successful, the underlying teased stock jumped 138% as new subscribers piled in.

VCARIOUS.COM Off-site Contract

Vcarious was an online travel community, with a mix of professional travel guides and reviews, alongside user-generated content.

FREELANCE TRAVEL WRITER 2005-2007

Produced numerous travel guides covering a variety of countries and cities throughout Asia. Wrote restaurant, hotel, and attraction reviews. Created travel journals, detailing specific trips and immersive experiences.

PROFESSIONAL EXPERIENCE (Continued)

SEDUCTION SCIENCES Off-site Contract
Seduction Sciences produces newsletters, books, and DVDs relating to dating and success with women.

FREELANCE COPYWRITER, GHOSTWRITER, BLOGGER, AND COPY EDITOR 2005-2007
 Ghostwrote a Seduction Sciences book, editing previous books together and creating new material. Ghostwrote a newsletter or blog entry every 2-4 days. Copywrote an online direct-response package.

EVOTE.COM Off-site Contract
Evote.com, now defunct, was an online news and opinion source for American politics.

FREELANCE POLITICAL WRITER 2003-2006
 Broke the Wilson/Plame story on Evote, and continued coverage through the Scooter Libby indictment. One of the first writers to explore the irregularities in electronic voting machines. Extensive coverage of the Bush-Kerry election.

MISCELLANEOUS

Articles have appeared on GoNomad, International Living, soyouwanna.com, and others. Copywrote for Chargeback Experts. Created the website for Maryland Delegate Dan Morhaim.

Samples of writing are available at thehungrywriter.com

EDUCATION

THE UNIVERSITY OF PENNSYLVANIA GPA 3.34 1996-2000
 Co-wrote and directed two plays. Acted in five plays. Wrote a 108-page fiction project in a year-long independent study. Began freelance writing career before graduation. Graduated with a Bachelor of Arts in English, with a creative writing concentration.

KING'S COLLEGE, LONDON GPA 3.32 1998-1999
 Junior year abroad. Acted in off-off West End play. Studied theater under Michael Billington, theater critic for *The Guardian*. Spent summer traveling around western and central Europe.

THE PARK SCHOOL GPA N/A 1989-1996
 Editor of school newspaper. Varsity baseball player. Acted in nine plays. AP History, English, and Calculus.