

# Jim McNamara

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## Overview

Versatile senior **COPYWRITER** with a long record of success, both on and offline, in generating immediate sales and in building brands. A hands-on writer and team manager experienced in every space, every voice, and every product category. Nationally recognized for hits like ThighMaster, Jenny Craig, Dean Martin videos, Dish Network, and Microsoft.

## Core Capabilities

- Across the board, a great concept and copy guy in traditional as well as new media
- Digital strengths: email, landing pages, web content, e-commerce, SEO, PPC, blogs, social media, mobile, and more
- Hands-on experience in writing, design, shooting, editing and website coding
- Particularly successful with:
  - travel & entertainment • high-tech & medical • automotive aftermarket
  - direct response & infomercials • beauty, weight loss & fitness • financial & self-improvement

Delivers “big idea” creativity tempered with the discipline that comes from a solid direct response background. A fast learner, hungry to work with more stability, bigger clients, and more ambitious goals. Fun to work with.

## Experience

**Newegg, Inc.** Senior Copywriter 2013 to present  
For this Fortune 500 high-tech retailing giant, I develop concepts, copy, layouts and executions for B2B, corporate, and consumer spaces. Tons of emails, display ads, PowerPoints and e-commerce web pages with an eye toward both building a new brand and generating immediate sales.

**Freelance Copywriter** 2006 to present  
Wrote copy and creative strategies, pitched, led creative groups, and created ads for a variety of production, marketing companies and ad agencies including: Guthy-Renker Corporation, Hawthorne Direct, RSCG Edge, Hydra, Creative Direct Response Marketing Group, Proactiv, Microsoft, Captain Marketing, and many others. Major accomplishments:

- ThighMaster: \$110 million in sales in 18 months
- Launched Dean Martin videos to become #1 bestseller in history
- Created online games & web videos in advance campaign for Microsoft’s Bing launch
- Wrote & produced one of Dish Network’s top lead-generation TV spots ever
- After hours, wrote for *Scooby Doo* & other cartoons, produced documentaries

**Adknowledge** Senior Copywriter 2011 to 2012  
As top writer for the web’s 4<sup>th</sup> largest marketer, led a 10-person team in a 6-month drive to create a huge library of dynamic, powerful email and display ads covering 1700 different product categories.

- Wrote emails & landing pages, designed wireframes & templates, created strategies
- Wrote my own patented “SpamChek” program to avoid spam filters & compliance problems
- Results: unprecedented 98% inbox delivery & 60% rise in eCPM (well beyond 6% goal)

**McNamara & Associates** President and Creative Director 1997 to 2005  
Founded my own small agency & production company. Prospected, pitched and won business. Wrote strategies, scripts, budgets, content & more. Developed names, logos, layouts, packaging, training videos, sales scripts, and more.

- Managed teams of 30+, negotiated deals, developed and managed time lines & budgets

## Previously

12 years as VP Creative Director for a 50-person ad agency specializing in direct response & infomercials.

- As both copywriter & AE, helped grow Jenny Craig into \$1 billion market leader

## Education

**BA Business Administration** Marketing, California State University Northridge. Magna cum laude, minor in philosophy.

## Skills & Tools

Windows, Office, Word, Excel, PowerPoint, Outlook, Expression Web website design, Photoshop, Final Cut, Premiere, Wordpress, Audacity, Publisher, Google sync, budgeting & time management programs, Adwords & other SEO tools.