

Deborah Wessell, Copywriter

What I Offer

- Twenty-plus years of corporate marketing positions and freelance work
- A flair for the right tone of voice and a knack for cutting to the chase
- Work samples at www.deborahwessell.com

How to Reach Me

- 503-235-3801 or 503-200-7976
- wessell@pobox.com
- www.deborahwessell.com

My Freelance Work

WESSELL WRITING SERVICES

Principal, 1989 to date

- Clients include:
 - Ackerley Communications
 - Edmark Corporation, creator of children's software
 - HTC, the world's leading maker of smartphones and pocket PCs
 - Idaho Youth Ranch, a nonprofit service agency
 - Microsoft Corporation
 - PhotoDisc Inc.
 - Seattle Public Library
 - Targeted Genetics
 - Stacy Allison, the first US woman to climb Mt. Everest
- Projects include:
 - Annual reports
 - Direct mail
 - Executive speeches and op-eds
 - Marketing collateral
 - Motivational speeches
 - Print advertising
 - Website marketing copy

Positions I've Held

LEGACY HEALTH, Portland OR

Web Writer, 2007 to date (part-time)

- Contribute to online marketing strategy for a major nonprofit hospital system
- Create and edit content for the Legacy website, www.legacyhealth.org
- Helped to re-design and re-launch the site in June 2009

STARBUCKS CORPORATION, Seattle WA

Senior Copywriter, 1998

- Wrote print ads, packaging, marketing collateral and direct mail
- Helped to develop JOE Magazine, the company's short-lived foray into print

CORBIS CORPORATION, Redmond WA

Marketing/Website Writer, 1998

- Wrote advertising, direct mail and packaging for the pioneering interactive CD-ROMs *Leonardo* and *FDR*
- Re-vamped the voice of the website and wrote online feature stories

IMMUNEX CORPORATION (now Amgen), Seattle WA

Senior Staff Writer, 1994-1996

- As the CEO's sole writer, developed stockholder speeches and op-eds
- Handled internal communications during a hostile takeover attempt
- Handled community outreach for the company's controversial new headquarters and laboratory campus
- Lead the task force that created the company's first website

Not to Mention

Mystery Novelist, Random House

2000 - 2006

- Author of The Wedding Planner Mysteries, a six-book series

Where I Studied

University of Washington, Seattle WA

- Master of Library and Information Science

Macalester College, St. Paul MN

- Bachelor of Arts in English
- Minor in art history
- National Merit Scholar
- Phi Beta Kappa