

Elizabeth Shah  
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### **Professional Overview**

Gifted wordsmith with the soul of a marketing director, focused on copywriting and consulting. Over 20 years of experience exceeding goals and objectives with winning strategy and communications, while managing brands, budgets, projects and staff. Thrive on creating simple, elegant solutions to complex and challenging problems.

### **Career Achievements**

- Copywriting experience: direct response (double-digit response rate increases and millions of dollars in revenue) web/SEO, social media, digital ads, media releases, editorial, brochure, branding/taglines, radio, outdoor, print media, internal communications.
- Other experience: creative/marketing direction, strategic/marketing planning, branding, CRM, media relations/crisis communications, people/project/vendor management.
- Numerous local, regional and national awards for creative work.
- Extensive financial services, insurance and healthcare industry experience.
- Master's degree in Integrated Marketing Communications, emphasizing a cohesive brand experience across all touch points.
- Managed large, complex projects, ad agencies, dozens of staff and budgets up \$1.7 million.
- Leveraged strong leadership, strategic and problem-solving skills—working directly with CEOs and leadership teams—to accomplish aggressive sales and marketing objectives.
- Helped launch a retail lighting chain—from conducting research and developing feasibility studies to crafting brand strategy and marketing plans.
- Analyzed product lines, recommending strategies to turn around declining sales and profits for clients and employers.
- Delivered polished presentations to boards of directors, hosted an event with more than 500 industry professionals, and gave media interviews on live television.
- Solid track record of measureable successes; excel at developing metrics and measuring ROI for marketing programs.

## **Work Experience**

Elizabeth Shah Copy, LLC Owner/Copywriter/Consultant	2018-Present
CUNA Mutual Group/TruStage Insurance Senior Copywriter	2015-2018
Journey ( <i>non-profit agency</i> ) Director of Marketing and Development	2013-2015
Self Employed/CUNA Mutual Group Marketing Consultant/Writer	2011-2013
Monroe Clinic ( <i>integrated health system</i> ) Director of Marketing	2007-2011
CUNA Mutual Group Marketing Consultant/Writer	2006-2007
CPM Marketing Group ( <i>healthcare CRM</i> ) Strategic Marketing Director	2005-2006
Carroll & Company, LLC ( <i>full service ad agency</i> ) Owner/Marketing Consultant/Copywriter	1997-2005
Magna Publications ( <i>higher education publisher</i> ) Marketing Director	1996-1997
AnchorBank Advertising and Public Relations Manager	1990-1996

## **Education**

M.S. Integrated Marketing Communications (IMC)  
West Virginia University  
GPA 4.0

B.A. Journalism—Advertising  
University of Wisconsin—Madison