

Scott Martin—Direct Response Copywriter

**My clients measure results.
They keep giving me assignments.**

2820 Selwyn Avenue Suite 750
Charlotte NC 28209
(704) 517-0241

e-mail: scott@scottmartinwriting.com

Website: www.scottmartinwriting.com

Recent Results

Redwerks Property Investment ([go here](#))

20.45% of visitors opt in for special report.

Buyers Agent Brisbane ([go here](#))

5.76% of visitors opt in for report/information.

EPR—Career Counseling ([go here](#))

6.27% of visitors calling for consultation.

[This Redwerks page](#) converts at 25.76% opting in for special report.

Mentor Club [squeeze page](#). Converting at 8.89%.

[Go here](#) for additional samples.

Direct response copy for:

- Websites
- Landing pages
- Squeeze pages
- Videos
- Direct mail
- Email marketing
- Blogs
- Print/ROP ads
- Brochures
- Advertorial
- Magalogs
- Catalogs
- White papers
- Ebooks
- SEO Copy

2000-present

Scott Martin Creative Services, Inc.

- *Direct response copywriter with proven ability to generate revenue and leads.*
- Started company providing copywriting, web content, ghostwriting, and custom publishing services.
- Write content for print and digital platforms.
- Founded *Ballantyne Magazine* in Charlotte, North Carolina. Grew magazine to over \$440,000 in annual revenue through the implementation of proven direct response techniques and strategies.
- Write direct response copy for clients in the United States, Europe, and Australia; help clients assess and measure results and response.
- Developed weekly email and website for Ballantyne area in Charlotte; over 2,700 people 'opted-in' for the weekly email. Open rate for email is consistently over 65 per cent; 'click-through' rates consistently over 35 per cent.
- Over 400 articles and advertorials for numerous national and regional publications and websites. More than 7,000 pages of published print and web content.
- Author publisher/editor of more than 20 books.
- Six books as ghostwriter/collaborator.

1995-2000

The Charlotte Observer. Manager, Custom Publishing; Publisher and Founder *SouthPark Magazine.*

Responsibilities included sales, print management, customer service, budgeting for \$400,000 department.

- Started department from scratch; sold and managed over \$1.6 million worth of custom publishing and related services in five years using direct response techniques and strategies.
- Started *SouthPark Magazine*, a quarterly 40,000 copy publication targeted at the SouthPark community in Charlotte. Met revenue goals with second issue; third issue of magazine was profitable. Developed internet site and digital platform.
- Successfully worked with 10 associates in team environment.
- Customers included Charlotte Chamber of Commerce, Charlotte Checkers ice hockey, Volkswagen of America, Charlotte Regional Realtors Association.
- Authored 400 page book: *The Insiders' Guide to Golf in the Carolinas*; fourth edition published in April 2000.

- Responsible for developing new sources of revenue outside traditional print paradigm.
- Compiled and sold *Shouting At Amen Corner*, a collection of the best of *Observer* sports columnist Ron Green's writing about The Masters. Book published in November 1998 and sold over 10,000 copies using direct response techniques.
- Responsibility for developing and selling books and posters featuring previously published *Observer* material.

1992-1995

The Bissell Companies, Inc., Charlotte, North Carolina/Director of Communications

Responsibilities included advertising sales, sales management, editing, publishing, art direction, public relations, and proposal writing for a privately-held 300 employee commercial real estate and hospitality firm.

- Wrote copy for all print advertisements.
- Extensive media relations work.
- Published quarterly general interest 80-page magazine with annual budget in excess of \$300,000.
- Doubled gross advertising revenue in two years.
- Regional awards for quality of articles and photography.
- Over \$4 million of major commercial real estate management contracts awarded based on proposals.

1988-1992

Freelance Writer

- Wrote copy for advertising clients.
- Authored over 300 articles for local and regional publications.
- Wrote technical manuals for financial institutions including NCNB (now Bank of America) and Barclays American Mortgage Company.
- Wrote copy for numerous clients.

Professional skills include:

- Revenue generating direct response copywriting.
- Typsetting.
- Macintosh: Microsoft Word, Excel.
- Writing and editing.

- Staff management.
- Accounting and budgeting.
- Sales.
- Sales management.
- Print management.

Education

1984-1988

The University of North Carolina at Chapel Hill; Chapel Hill, North Carolina.

- Morehead Scholar. [Learn more here.](#)
- BA in Comparative Literature and English.
- Leadership positions with Carolina Union, Sports Club Council, and Squash Club.
- National Outdoor Leadership School (NOLS). Wind River Mountaineering Course. Recommended for NOLS leadership course.
- Internships with Prince George's County Police (Washington D.C. area) and Coors Brewing (Golden, Colorado).
- Travel/study to India and Nepal.
- Chancellor's award for extra-curricular achievement.
- Freshman writing contest winner.

1978-1983

Harrow School, London, England

- 'A' level public examinations in History, Economics, English.
- Head of House (75 boys).
- Secretary of Mountaineering Club.
- Captain of Fives.
- School Monitor.
- Rothschild leaving scholarship.

Interests/Personal

- Chair of School Leadership Team – Myers Park Traditional Elementary School 2004-2005 and 2006-2007.
- Running - Charlotte Observer Marathon (twice in under four hours).
- Charlotte Cricket Club; founder and member of Executive Committee.
- Volunteer soccer coach Harris Family YMCA and for Charlotte United (challenge level).