

**Scott Martin**  
**Direct Response Copywriter and Pricing Specialist**

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30 years of *accountable* professional writing experience, handling multiple projects simultaneously and generating **over \$400 million for my clients in the last 6 years**. Experience in the corporate and entrepreneurial environments across a broad spectrum of industries including financial, real estate, publishing, health, biz-op, and sports.

Providing copy and content for:

- Websites
- Landing pages
- Squeeze pages
- Video Sales Letters
- Direct mail
- Email marketing
- Blogs
- Print/ROP ads
- Brochures
- Advertorials
- Magalogs
- Catalogs
- White papers
- Ebooks
- SEO Copy
- Long-form sales pages

**2000-present**

**Scott Martin Copywriter**

- *Direct response copywriter with proven ability to generate revenue and leads.*
- Over \$400 million in revenue generated in the last 6 years for my clients.
- *Content provider with over 10,000 pages of published print and web content.*
- Write content for print and digital platforms.
- Over 400 articles and advertorials for numerous national and regional publications and websites. More than 10,000 pages of published print and web content.
- Author/publisher/editor of 18 books.

- Six books as ghostwriter/collaborator.
- Clients include Agora, Simon and Schuster, Golf Digest Companies, The Golf Channel, NBC Universal, Revolution Golf, Direct Digital, and many of the world's top direct response companies.

### **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 platform.
- 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 and Publisher of *SouthPark Update Magazine*.**

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 and digital 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.
- Partnered with associates to produce sales materials.
- Wrote and created presentations and proposals, successfully handling complex content creation.
- Maintained company's branding standards.
- Managed large projects with freelancers and internal resources.

## **Education**

**1984-1988**

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

- Morehead Scholar.
- BA in Comparative Literature and English.

## **Interests/Personal**

- Chair of School Leadership Team – Myers Park Traditional Elementary School 2004-2005 and 2006-2007. Chair of School Leadership Team – Myers Park High School.
- 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).
- Hobbies: skiing, hiking, mountaineering, golf.
- Professional Ski Instructor for The Aspen Skiing Company. Level 1 certification with The Professional Ski Instructors of America. Level 2 candidate.