

# Daniel Felsted

*Qualifications for **Copywriter:*** Offers more than three years of direct marketing development and copywriting, seven years as a graphic designer and eight years in customer service / employee training and development as well as project management skills. Excels in resolving internal and external marketing problems to increase employee efficiency and customer response. Expertise encompasses direct / web marketing, copywriting, creative development and implementation, lowering buying risk, grow customers through education, and customer service.

## Key Achievements

- ◇ Wrote 1 book, 5+ how-to guides/booklets, 2 special reports, dozens of articles, job aids, and worksheets—encompassing direct marketing, customer service, employee training, and internal marketing strategy which get customers to pay more and do it happily. See [www.ifmarketing.com/how-to/](http://www.ifmarketing.com/how-to/) for samples.
- ◇ Developed a Resident Expert Pointman Program, increasing personnel productivity and efficiency and projected to save Global Accessories approximately \$50K per year. The program aims at making each employee a resident expert in various facets of the business, providing a built-in support system covering all areas of functionality.
- ◇ Increased the number of repeat customers by developing a Testimonial Solicitation Program that utilized satisfied customers' responses in product marketing campaigns.
- ◇ By applying direct marketing best practices, tripling business in one season for ThirdPeak Inc., resulting in the company selling for 15 times more than initial start-up costs.
- ◇ Generated more than \$3M in new business from Costco and \$3M-\$4M in new business from Overton's by creating a Call Out Program which focusing on benefits over features, that quickly educates customers and increase sales.

## Career Profile

THE IMAGE FOUNDRY, **Direct Marketer / Copywriter / Designer** .....2003—Present  
Develops internal marketing strategies to build customer loyalty. Creates "value added" guides and checklists to lower customers buying risk. Writes direct response copy, ads, and marketing articles to engage customers. Teaches employee training and customer service classes. Creates and designs direct marketing materials and a bi-monthly newsletter to keep customers thinking of companies expertise. For more information, see: [www.ifmarketing.com/resources](http://www.ifmarketing.com/resources).

GLOBAL ACCESSORIES, **Marketer / Copywriter / Designer** .....2002—Present  
Recruited to improve the quality and standards of the marketing department, focusing on direct marketing and direct response in design department. Researches and develops creative, high performance marketing materials, including packaging, catalogs, direct response copy and advertising. Develops cost saving programs to increase efficiency. Establishes strategies to engage customers. Examines company strategies and develops new and innovative strategies to expand on existing programs or establish new programs to drive revenue.

THIRDPEAK INC., **Marketing Director / Copywriter / Designer** .....2001—2004  
Developed niche websites and gained an edge on the competition, increased sales by more than 3x. Established a testimonial solicitation program, discount strategies, bounce back programs, call-out strategies and checklists. Created educational information for customers to lower buyers risk. Trained personnel in customer service best practices and held regular training meetings.

DUTRO COMPANY, **Graphic Designer / Copywriter**..... 1999—2002  
Wrote copy for ads, packaging and online. Created the CampChef.com dealer download website, saving 35-40 manhours per week, \$30K-\$35K per year. Designed packaging for the company's 80+ products. Supervised photo shoots for company products. Taught customers how to use company products.

## Education

**Master of Science in Direct Marketing**.....MERCY COLLEGE

**Bachelor of Arts in Graphic Design**.....UTAH STATE UNIVERSITY