

Marci Diehl

DOUBLEVISION Creative

Results Portfolio Highlights

Writing:

Used networking skills to query editor on essay to publish, meeting editorial calendar needs. Published first professional writing in the Rochester *Democrat & Chronicle* Sunday magazine, *Upstate*. **Result:** Became steadily published contributing writer, supplying editor with humor and essays needing no editing, over 4 year period.

Queried senior editor at *Golf Digest* on a proposed article exploring a topic with an unusual slant to their content. Conducted more than a dozen interviews by phone in researching article. **Result:** Published major feature article given ten-page spread with a two-page illustration in *Golf Digest*, needing only 5% editing for space reasons. *Golf Digest* re-sold the article to *Australian Golf Magazine*.

Replaced original writer and wrote cover story on Jack Nicklaus' business life, on assignment for *Success Magazine*. Researched background, negotiated with Nicklaus' marketing team, traveled to NYC area to complete interviews with Nicklaus at new project site at St. Andrews Golf Course, Hastings-on-Hudson, New York, over 4-day period. **Result:** Completed major cover story, needing virtually no editing, under crisis deadline for *Success*. Nicklaus had reprints made to include in his marketing package.

Consulted and collaborated with Manpower, Inc. CEO on vision for a 4-page employee newsletter. Worked with client's staff to form editorial support team; wrote, edited and produced quarterly company newsletter for past 5 years. **Result:** Increased sense of team among employees and customers; provided recognition and career education for 1,000+ employees; enhanced company identity and loyalty; developed company's image and reputation as leader in their industry.

Consulted with publisher of newly acquired newspaper group, *Messenger Post Newspapers*, to create a first-time marketing product. Acted as sole feature writer for complete project, conducting research and interviews with key editors and executives, and coordinating with designer and photography editor. **Result:** Collaborating with newspaper, created a three section, 28 page color tab insert that was distributed in 12 daily and weekly newspapers throughout Monroe and Ontario counties, featured as a hand-out at gala Open House, and is given to visitors, other media and school groups.

Script Writing

Scriptwriter for digital media services firm, producing CDs and DVDs for a wide variety of clients. **Result:** Production of CDs and DVDs, from :30 television spot in NYC area,

to 3-5 minute identity videos used for sales, trade shows and community fundraisers. Client range of all types: industrial, education, tourism, health, legal firm, etc.

Advertising

Branding campaign:

Developed and managed consistent, creative and cohesive display advertising program for Manpower, Inc. by writing and producing innovative weekly print ads over a two-year period. Reviewed and instituted more cost-effective advertising contracts, working within budget. **Result:** Within two-years, created an identifiable, competitive corporate brand in advertising, resulting in 125% increase in numbers of job applicants in 5 branch offices and 2 satellite offices.

Branding/Identity:

Consulted with historic Catholic cemetery on creating first-ever marketing and advertising plan to stimulate sales for pre-need burial planning. Established core messages to be aimed at primary market and sub-markets. **Result:** Acting as creative director and writer, revamped logo; produced a full-color; 8 page brochure; re-developed on-going print ads; produced :30 television ad; wrote script and produced 9 minute DVD; re-vamped Web site with 3 video clips for on-line tour.

Broadcast:

Wrote and produced a series of eight :60 radio ads to reach expanded market area for client. Recorded voice-over on short notice for final three, when talent was unable to do so. **Result:** Produced cost-effective advertising and expanded reach by enabling company to do ads "in house", while increasing share of mind and response in most productive recruiting area.

Difficult Client:

Conducted focus group with client with limited budget, to identify needs and determine exact messages to be conveyed to a diverse audience of potential employees. **Result:** Wrote ad copy with multiple options for use, according to changing weekly goals. Client was able to successfully target market segments to meet demands of crucial department and find viable candidates for hire.

Diverse clientele/Industrial

Created concept and wrote copy for a full-page b&w print ad for Goulds Pumps/ITT, featuring a national U.S. bull-riding champion, sponsored by the client. **Result:** Increased client's visibility in sports market in national trade magazines, targeting loyal rural and southern distributors.

Direct mail/humor:

Collaborated with art designer and created heads and copy for a series of three direct mail pieces using humor at the request of client, a foreign language translation service. **Result:**

Created original, out-of-the-box approach on serious topic for client, who reported excellent response from a widened customer base and a new, stand-out competitive image.

Multi-media campaign:

Consulted and developed multi-level image- repair and marketing campaign for Wayne-Finger Lakes BOCES, suffering from 30-year, outdated and poor perception by high school students, their parents and school counselors. **Result:** Created a 4-pronged strategy using radio and print advertising, re-design of materials and creation of a new, 4-fold, full color promotional brochure used in all regional system high schools, unique in NYS, resulting in increased student acceptance and course enrollment.

Print:

Created print advertising campaign to promote tuition-based courses in adult education, in five different vocational categories. **Result:** Created a series of three target-specific print ads to run prior to semester enrollment deadlines, which generated a 200% increase in response and full enrollment in critical classes. One ad generated such high response there is a waiting list to enroll.

Media Relations

Served as Media Liaison between Finger Lakes Community College and the National Geographic Society in 2006 and 2007, to promote and coordinate NGS speakers Dr. Robert Ballard (2006) and Lisa Ling (2007) for the college Foundation's Visiting Scholars Series. **Result:** Developed and wrote brochures for diverse audience; re-negotiated contract for Dr. Robert Ballard's services; 6-9 press releases for each speaker; attracted over 600 middle and high school students from 10 school districts for an hour-long free presentation by Dr. Ballard; arranged radio interviews with pre-event; full coverage of events with press conference for print and television media. Success of 2006 event was deciding factor in bringing in Lisa Ling and NGS for 2007.

Currently contracted to implement, direct and manage a multi-phased media relations and marketing campaign on behalf of the \$25.7M Wayne County Nursing Home in Lyons, New York, under the auspices of The Friends of Wayne County Nursing Home, to define key messages for WNCH as one of New York State's leading edge, progressive long-term care county facilities, to emphasize constructive, positive, factual information on what the facility offers to the community at large, and to devise a plan and strategy to present these messages to the media. **Result:** Nine separate press releases in 6 month period, resulting increased awareness within the metro Rochester/Finger Lakes region, with full-page features in local print media; features on WROC TV8, 13WHAM TV, and RNews.

As part of a two-year marketing communications effort for the historic Holy Sepulchre Cemetery, wrote press release and did follow-up to publicize the groundbreaking ceremony for one of the largest development projects the cemetery has ever initiated -- a three level, state-of-the-art mausoleum, the largest ever constructed in any similar

cemetery in Upstate New York. **Result:** Project groundbreaking covered by MPN's *Greece Post*, and three local television stations, featured on their 6pm broadcasts.

Redesigned and created a new media kit for a tourism marketing association, that included a full-color, two-sided insert with 12 story ideas, targeting national travel writers and editors. All story ideas were aimed at sparking interest in ten priority regional tourism markets. **Result:** Produced an updated, attention-getting media kit that is used by tourism directors of 14 counties in Central NYS and the Finger Lakes area.

Public relations/media:

Developed brand identity for PGA TOUR professional by establishing positive working relationships with local and national print and broadcast media outlets, over twelve-year period. **Result:** Created high visibility, enhanced personal and professional image, and productive media relations, which led to endorsement contracts and career as an on-course golf analyst for ABC, CBS, NBC, & ESPN.

Screened marketing and public relations opportunities, made recommendations to senior Manpower, Inc. executives and arranged participation and sponsorship in community events. **Result:** Created diversification in marketing strategy using different mediums and updated methods. Reached larger market on a better cost per exposure.

Conducted media research program for new affinity markets campaign in tourism for Greater Rochester Visitors Association. Updated existing media list and developed vertical media lists, with customized query letters for five markets in trade publications. **Result:** Established new contacts and awareness of client's purpose with key editors in the five affinity markets, providing leads to marketing staff and resulting in published feature articles over a three- year period.

Conducted media research project on behalf of Goulds Pumps, contacting editors of targeted trade journals, in order to establish editorial needs and opportunities for editorial placement. **Result:** Uncovered many opportunities for monthly media exposure for client in ghostwriting Q&A's, Problem Solvers, and case histories, as well as feature articles. Wrote and published a full-page feature article in a national weekly agriculture newspaper, featuring benefits of a Gould's submersible pump.

Editing/Publishing:

Currently acting as Associate Editor and writer for Gannett's new launch Canandaigua Magazine. Assist in the development of editorial and focus of the publication, working directly with Editor and General Manager. **Result:** First issue was a sell out – Gannett

had to do a second print run to supply demand. Writing cover stories, regular features, and back page essay. Feedback from readers is excellent, subscription base is building.

Acted as editor and advisor to client who wished to publish a guide on what cultural differences to expect and how to adjust to living in a foreign country, as a spouse of a Corning Taiwan corporate executive on assignment in the Far East. **Result:** Client published her book in Taiwan and received three contracts to act as advisor, trainer and presenter to corporations sending employees and their families overseas on assignments.

Edited and assisted in the writing and organization of a book on non-verbal communication skills for client who had been trying to put a book together for nearly five years without success. **Result:** Client finished the book and uses it as a tool and sales product in her business as a consultant and speaker.

Acted as editor, partial ghostwriter, and book doctor on a novel on the CIA for an author in Washington, DC, whose 600+ page manuscript needed to be revamped and readied to be presented to contacts in film and publishing. **Result:** Completed new writing and revisions, corrections, proofreading and consulting on deadline, over 6 month period. Final manuscript was ready and presented to author's contacts, including producer Jerry Bruckheimer in Hollywood.