

pretty.smart.creative.

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Judy Tsuei

capabilities:

versatile thinker who sets refreshing and strategic creative free (...and liberates editorial writing, too).

where I learned:

1996-2000

University of California at Berkeley
Bachelor of Arts, *Mass Communications*
Bachelor of Arts, *English*

making my mark:

2005-Present **Senior Interactive Copywriter**, *Irwin Naturals*, Marina del Rey, CA

- Work with PMs and creative team determining strategy for online and offline communication goals.
- Execute all phases of interactive marketing, including e-mail, search engine optimization, banner ads, and websites.
- Develop editorial and art concepts for *B2C Health Breakthroughs* magazine.

2004-2005 **Senior Web Writer**, *Herbalife International of America*, Los Angeles, CA

- Led development of strategic creative campaign for niche 'Gen H—Distributors Under 30' market.
- Created content for monthly *Today Magazine* and quarterly *HerbaLifestyle* magazine.
- Employed diverse writing styles to achieve on-strategy and on-brand marketing objectives.
- Promoted from Copywriter, to manage and develop online content for corporate website as well as affiliated product and promotional sites.

2003-2004 **Arts & Entertainment Editor**, *that's Shanghai*, Shanghai, China

- Managed Art, Theatre, Music, Sports, Community, Health and Children sections of Shanghai's leading English-language magazine.
- Networked with art galleries, embassy representatives, government officials and international guests using both Mandarin and English.

2002-2003 **Senior Writer**, *Anderson Communications Group*, Hilton Head, SC

- Promoted from Copywriter to create concepts, online content, direct mail, collateral pieces and broadcasts for accounts such as Bombardier Business Aviation, First Federal Banking, College Loan Corporation and local resort hotels.

2000-2001 **Copywriter**, *Becker Creative Group*, San Jose, CA

- Created corporate brochures, print campaigns, and tradeshow events for PlaceWare Web Conferencing, eBay Premier and Butterfields.

delighted clients:

- *California Clinical Trials (CCT)*: Worked directly with CCT executives and art directors to create strategy, site map, brand image and copy for drug development site.
- *Planned Parenthood of Pasadena*: Regularly creates diverse content for biannual newsletter distributed to supporters, political officials and interested parties about Planned Parenthood.
- *Pipeline Surf Gear*: Created script and visual storyboards for brand presentation, developed direct mail campaign concepts and more.
- *Leiner Health Products*: Developed extensive content for B2C site.
- *Nikken*: Generated naming concepts, collateral copy and interactive content.
- *desire Los Angeles*: Led public relations efforts for start-up online 'zine by communicating with local, statewide and national community organizations, such as Step Up Women's Network.
- *Vogue Taiwan*: Contributed restaurant and fashion reviews for hotspots in Shanghai.

gold stars & blue ribbons:

2002 Gold Addy Award—Bombardier Business Aviation

2000 AAF Most Promising Minority Award

1999 Direct Marketing Collegiate Institute Scholarship—Experian/DMEF

LA Works volunteer, Elizabeth Glaser Pediatric AIDS Foundation triathlete