
NATHAN BETZ

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Mar 2009 - Present	Communications Consultant <i>Strelmark LLC</i> Strelmark shows organizations how to establish an internal framework for growing their businesses and empowering their employees with the practical skills needed to gain and retain clients.
Sep 2011 - Present	Marketing Consultant <i>Johns Hopkins University</i>
Aug 2009 - Jun 2011	Senior Copywriter TeleCommunication Systems, Inc. (TCS) (NASDAQ: TSYS) is a world leader in highly reliable and secure mobile communication technology. TCS infrastructure forms the foundation for market leading solutions in E9-1-1, text messaging, commercial location and deployable wireless communications. TCS is at the forefront of new mobile cloud computing services providing wireless applications for navigation, hyper-local search, asset tracking, social applications and telematics. Millions of consumers around the world use TCS wireless apps as a fundamental part of their daily lives. Government agencies utilize TCS' cyber security expertise, professional services, and highly secure deployable satellite solutions for mission-critical communications. Headquartered in Annapolis, MD, TCS maintains technical, service and sales offices around the world. To learn more about emerging and innovative wireless technologies, visit www.telecomsys.com .
Mar 2009 - Oct 2009	Social Media Marketing Strategist <i>King of Caffeine</i> The King of Caffeine is the world's premier marketplace for hard working, hard playing energy fiends who need everything they can get, to get everything they can get, out of life. From gum and chips to drinks and pills, King of Caffeine gives consumers the internet's largest selection of energy products, all online.
May 2009 - Sep 2009	Contract Proposal Editor <i>Organizational Communications, Inc.</i> For more than 20 years, OCI has provided winning resources to companies seeking world-class proposal services. With a win rate of 83% on hundreds of proposals totaling over \$200 billion, OCI has provided proposal resources to companies of all sizes worldwide. From Fortune companies to enterprising startups: OCI delivers when winning means the world.
Apr 2009 - Jun 2009	Web Content Consultant Dispensing Solutions Inc. is a pharmaceutical supply chain company that develops integrated dispensing solutions designed to enable optimal patient care. Operating a state-of-the art pharmaceutical packaging facility, DSI is FDA registered and DEA licensed, providing prepackaged medications and web-based technology at the point of care, as well as contract packaging services for government accounts, manufacturers and PBM's.
Oct 2008 - Dec 2008	Web Copywriter / Marketing Consultant <i>Everest Estate Solutions</i>

Everest Estate Solutions Inc. provides highly-personalized estate planning strategies and full-service real estate brokerage for families, businesses, and individuals. EES's mission is to provide its clients with an integrated consultative service that takes into account both their estate plan and their real estate holdings, maximizing the total value of both.

Jun 2007 - Jul 2008

Marketing Copywriter

Xpressdocs

- Rewrote commercial website site for SEO, brand-repositioning, organization, marketing, style and mechanics; led to a 120% increase in web traffic from 2007 to 2008. www.xpressdocs.com
- Wrote new corporate website with 100% original content in collaboration with management and marketing team in three months; led to client acquiring record amount of corporate accounts in 2008. www.xpressdocssolutions.com
- Developed and wrote direct-mail and e-mail marketing campaigns targeted at and on behalf of Xpressdocs' national and regional accounts (e.g. Curves, Liberty Tax Service, Countrywide Financial, Coldwell Banker, Prudential, GMAC).
- Originated intranet and landing page content and messaging for corporate accounts.
- Wrote Flash demonstration voice-over script and on-screen copy to present value proposition on client's commercial home page; developed accompanying visuals with designer. www.xpressdocs.com/flashdemo.html

Nov 2007 - Jul 2008

Marketing Consultant / Website Copywriter

POC Network Technologies

- Worked closely with upper management to develop simple, informative corporate website to introduce new company that develops and applies proprietary technology, manages physician and payor networks, and performs billing services for drug benefit administration. www.pocnetworktechnologies.com
- Created sitemap, benchmarked, developed marketing angle, wrote/substantively edited all content.
- Coordinated with in-house web designer to plan and execute web design.

May 2006 - Sep 2007

Marketing Copywriter (Contractor)

WowTools (d.b.a. The Mortgage Coach)

- Wrote all copy for web-based variable-data marketing system; worked closely with software developers and GUI designer; realized a 100% ROI in 60 days; generated 35% of the client's gross revenues (seven figures) within three months; product ultimately launched as standalone software package. <http://www.mortgagecoach.com/Software/MarketingMachine.aspx>
- Ghostwrote CEO's industry best-practice book by drawing on personal interviews, his blog content, internal documentation and independent research; managed all aspects of editing, layout and artwork.
- Wrote 14-page corporate brochure; collaborated with art director and marketing team to conceive concept, write original copy, and oversee editing and proofreading process.
- Substantively edited influential ROI-driving white papers.

Jun 2003 - Dec 2006

Technical Writer

Newmatic Engineering Inc.

- Edited winning proposals for multinational pharmaceutical corporations, top-tier research institutions and state government agencies against much larger competitors; collected data from team-players, compiled, wrote copy for, and edited proposals; edited and co-wrote major contracts.
- Wrote/edited employee handbook, business practices manual, and safety manuals (construction, electrical, chemical and biological).
- Edited/wrote whitepapers for critical airflow/mechanical engineering.
- Developed, wrote and edited monthly corporate newsletter.
- Created documents for customers detailing point-by-point performance of contracted engineering and commissioning processes.
- Researched, flow-charted, and wrote standard operating procedures for technical day-to-day procedures related to critical air-flow engineering, university lab commissioning, sales, and business practices.
- Oversaw and coordinated the U.S. Green Building Council's LEED New Construction 2.1 certification process for Newmatic's corporate headquarters.

Jul 1999 - Dec 2006

Editor/Writer

Living Stream Ministry

- Edited 30+ standalone book titles and 15 volumes of a 200-volume collected works series.
- Chief Editor and co-founder of Generation magazine; oversaw all operations including writing, editorial responsibilities, scheduling, staffing, website development, design, production and distribution (periodically, 1999-2005). www.gogeneration.com
- Managing Editor of Continuing Steadfastly magazine; oversaw editorial department, scheduling, staffing, production and distribution (monthly, 1998-1999).
- Editor/writer for Ministry Magazine (monthly, 1999-2006).
- Essayist/book critic for the journal Affirmation & Critique (semiannual, 2002-07). www.affcrit.com

Jul 2001 - Jul 2001

Marketing Consultant/Copywriter

Bibles for America

Originated concept and wrote copy for nationwide "Bible Unlocked" print and web campaign aimed at distributing one million units of a new edition of the New Testament; campaign met marketing targets for its 3-year life-cycle.

Portfolio



Pharma dispensing technol...



Copy for corporate website



High-volume commercial w...



Boutique financial services ...



Magazine Chief Editor



Adobe Flash Demo Script



E-mail Blasts, Direct Mail, La...



Marketing Machine (Online ...



Book reviews



Books (editing)

Jan 2008 - Dec 2009

Master of Arts in Liberal Arts

St. John's College

- Participated in the College's unique seminar-style program, which focuses on the great books of Western civilization; the readings were organized into four segments (Literature, Politics and Society, Philosophy and Theology, and Mathematics and Natural Science) and constituted a closely integrated program of study
- Studied one year of intensive Ancient Greek, culminating in extensive translations of Homer's Odyssey from the original language
- Organized and led graduate-level intensive summer Latin program (translating Virgil's Aeneid)
- Varsity rower, St. John's College crew team

Aug 1992 - May 1997

Bachelor of Arts

The College of William and Mary

- Graduated magna cum laude

- Minored in history

Direct mail, e-marketing



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| Mar 2009 - Present | Proposal Management
<i>Organizational Communications, Inc.</i> |
| May 2005 - Present | Phoenix Controls Sales and Applications
<i>Phoenix Controls/Honeywell Corp.</i> |
| May 2009 - Present | Proposal Writing
<i>Organizational Communications, Inc.</i> |

Book



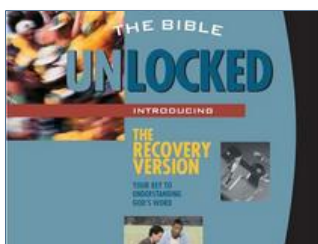
Corporate Brochure



Software



National Ad Campaign



About Nathan

Independent Copywriter and Communications Consultant

Nathan is a marketing and communications professional who has helped businesses and individuals to market themselves professionally, persuasively and profitably for a dozen years. He has served as a marketing consultant and copywriter in a broad range of industries, including defense, wireless telecommunications, smartphone apps, public safety, pharmaceuticals, space, IT, medical, engineering, fitness, personal finance, mortgage, software development, e-commerce, real estate, religious and nonprofit.

Companies his work has represented include Verizon, Sprint, TeleCommunication Systems, Prudential, GMAC, Liberty Tax Service, Countrywide Financial, and Curves.

Nathan was chief editor for Generation magazine and was a book editor at the magazine's southern California publishing house. He has edited several dozen standalone titles and 15 volumes of a 200-volume project and has ghostwritten two books.

A former resident of Montana, Virginia and California, Nathan is a graduate of The College of William & Mary (BA, 1997) and St. John's College (MALA, 2008), where he rowed crew. A classically trained pianist with an active interest in ancient languages, he resides with his wife in Maryland.

Summary

- Crack writer with 15+ years professional experience
- Proven ROI-generating print and electronic marketing and copywriting (B2B, B2C, B2G)
- Creative lead with nearly a dozen years of daily content creation and creative direction experience
- Thought leader and idea generator with fresh approaches and proven results
- Vocal advocate for best practices, standard procedures, analytics, and KPIs
- Verifiable track-record of quality, professionalism, consistency, and punctuality
- Extensive collaboration with senior management, art directors, media directors, marketing directors, and production teams
- Commercial industries and sectors served: IT, space, navigation, education, academia, telematics, machine-to-machine communication, enterprise messaging, smartphone apps, location-based services (LBS), location infrastructure (GSM, CDMA, LTE), VoIP telephony, public safety communications, Tier-1 wireless carriers, Next Generation 9-1-1 (NENA i3), E9-1-1, pharmaceuticals, medical, engineering, fitness, personal finance, mortgage, software development, web commerce, real estate, nonprofit
- Government industries and sectors served: U.S. intelligence community, DOD, DOE, DOS, DHS, U.S. Army, U.S. Marine Corps, U.S. Navy, special forces, state and local governments, public safety authorities, satellite communications, IT, cybersecurity and warfare, professional services

