

LAURA BERLINGER

Copywriter

email: laura@lauraberlinger.com

online portfolio: <http://www.lauraberlinger.com>

- Extensive experience developing successful and engaging creative campaigns from conception to final development. Specialties include writing memorable, thought-provoking headlines, taglines and body copy
- Produced successful work for print, TV, radio, web, and digital, for many industries, including automotive, pharmaceutical, telecommunications, travel, financial, food, education and technology
- Experienced in client presentations and partnering with clients to achieve desired results

Current: Copywriter, **The Star-Ledger**, *Secaucus, NJ* – 10/14 – Present

Responsible for creative concept development and writing of advertising and marketing materials for NJ's largest newspaper and other company publications. Projects include copy development focusing on increasing circulation for print and digital editions. Created well-received, creatively-driven, ad campaigns for The Star-Ledger and sister publications.

Prior Experience:

Agencies

- **BBDO**, New York, NY
- **Biederman, Kelly & Shaffer**, New York, NY
- **Block & DeCorso**, Verona, NJ
- **CBK Group**, Paramus, NJ
- **CSI Group**, Paramus, NJ
- **DDB Needham Worldwide**, New York, NY
- **DM2**, Edgewater, NJ
- **FCB**, New York, NY
- **Grafica Group**, Chester, NJ
- **Hero Media Group**, Paramus, NJ
- **Messner Vetere Berger McNamee Schmetterer**, New York, NY
- **Ogilvy & Mather**, New York, NY
- **Ritta Associates**, Englewood, NJ
- **S3**, Boonton, NJ
- **SGW**, Montville, NJ
- **Source Advertising**, Hackensack, NJ
- **Turchette Advertising**, Fairfield, NJ
- **Vision Creative**, Cedar Knolls, NJ

Accounts

- American Express
- Amtrak
- Avaya
- Bermuda Tourism
- BMW
- British Airways
- CA Technologies
- Cadillac
- Claritin
- Discover Card
- HP
- Holy Name Hospital
- Hyatt
- Investors Bank
- JVC
- Kaplan Test Prep
- Konika Minolta
- Kraft
- Lands' End
- New York State Lottery
- NYU
- Pizza Hut
- Priceline.com
- QuickChek
- Ramada
- Rihga Royal Hotel
- Snapple
- Sony
- SUBWAY Restaurants
- SUNY Purchase
- Toys R Us
- USA Networks
- Visa

Education

- **Queens College**, The City University of New York
Bachelor of Arts - Communications
- **The School of Visual Arts**, School of Continuing Education