

# Kyle Asay

Copywriter/editor, computer technician, service professional

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## EXPERIENCE

### Virginia ABC, Williamsburg, VA — Sales Associate

JUNE 2017 - PRESENT

Sold a full range of spirits and local wines. Assisted and educated customers. Maintained retail store and restocked weekly.

### Now You Know Media, Rockville, MD — Associate Director of Marketing

JUNE 2016 - NOVEMBER 2016

Oversaw email marketing campaigns for new products and periodic sales, from both a strategic and technical standpoint. Selected products and placement for print advertising. Assembled monthly catalogs in Adobe Creative Suite. Built new product pages and processed customer information on an ecommerce platform.

### FDAnews, Falls Church, VA — Speaker Development Manager

APRIL 2015 - JANUARY 2016

Researched current events and evergreen topics in the pharmaceutical industry for webinar ideas, and booked subject matter experts to speak at those webinars. Created write-ups for marketing summarizing this research and explaining its relevance to our clients.

## EDUCATION

### Chicago Portfolio School, Chicago, IL — Copywriting

2008 - 2009

Yearlong portfolio development program.

### Virginia Commonwealth University, Richmond, VA — Bachelor of Science, Mass Communications

2004 - 2007

Creative Advertising concentration.

## SKILLS: COMPUTERS

Adobe Creative Suite  
Microsoft Office  
Website building (HTML, XML, PHP, SQL)  
Windows & macOS troubleshooting

## SKILLS: WRITING

Break **complex ideas** down into **basic truths**.  
Use my **vast vocabulary** and **quick turns of phrase** to churn out **precise, effective prose**.  
Polish **rough drafts** into **finished products** through **exacting proofreading and editing**.

## SKILLS: KNOWLEDGE

Go from novice to approximation of an **expert** virtually **overnight**.  
**Memorize** libraries of facts and **recall** them on command.  
**Formulate** effective search engine queries.  
**Document** complicated procedures in layman's terms.  
Use sales and other customer data to **determine marketing strategies**.

## REFERENCES

### **Mandy Brooks, Store Manager**

Virginia ABC ( supervisor)

(757) 253-4338

### **Matt Salt, Director of Quality & Enforcement**

FDAnews (former supervisor)

(703) 538-7642 / [msalt@fdanews.com](mailto:msalt@fdanews.com)

### **Wendy Phipps, Program Director**

Cortez Management (former supervisor)

(757) 722-2035 / [math@cortezmgmt.com](mailto:math@cortezmgmt.com)

### **Harvey Sugar, Owner**

BusySpring (did freelance copywriting work for them)

(240) 704-9776 / [harvey.sugar@busyspring.com](mailto:harvey.sugar@busyspring.com)