



## **Rose Marie Cleese**

822 38th Avenue • San Francisco, California 94121 • 415-702-9797 •  
rcleese@earthlink.net • www.cleesecreative.com

### ***Marketing Creative Director • Project Manager • Copy Director • Writer/Editor***

*2000 – present*

**Contract Marketing & Creative Consultant:** Have served as a creative consultant, copywriter, and/or project creative manager on numerous marketing projects for a broad range of clients, including Digidesign, Stanford Alumni Association, Stanford MBA Graduate School of Business, Smith Micro Software, Shutterfly.com, G2Communications, Self Care, Hello Direct, WebEx, boulevards.com, the Northern California Innocence Project, Sharper Image, the Silver Bullet Group, Holy Names University and the San Francisco Museum and Historical Society.

#### **Contract Creative Consultant/Copywriter for Stanford Travel/Study Program, Palo Alto, CA:**

Since December 2004, have served as the marketing creative consultant, contract copywriter, and copy editor for the above division of the Stanford Alumni Association, consulting on a variety of marketing projects, writing copy for its annual travel catalogs, copy editing trip-specific travel brochures (60 trips/year), and writing and editing monthly e-mail travel bulletins.

#### **Author, Freelance Writer, Editor:**

Served as regional editor for [www.mountaingetaway.com](http://www.mountain getaway.com), summer 2009, covering mountain resort regions in the West; currently writing an historical biography; ghostwrote a chapter for a client in the business book, *Marketing Strategies That Really Work!*; researched/wrote a 500-page travel guide to Northern California; have contributed articles to the San Francisco Museum & Historical Society's *Panorama*; have copy-edited several non-fiction books, including a revised edition of *Combat Medic* by Dr. John Kerner and *Castle in the Sky: George Whittell Jr. and the Thunderbird Lodge*.

*June 1997 – October 2000*

**Catalog Manager, IDG Books Worldwide, Foster City, CA:** Was catalog manager for this mainstream publishing company (publisher of the best-selling *...For Dummies* guides, Frommer travel guides, Betty Crocker cookbooks, and Webster's general reference books, among other imprints). Recruited, trained, and managed an in-house staff of six catalog specialists and numerous outside vendors (designers, production specialists, printers, etc.), chartered with producing 12+ distinct catalogs a year. Created and oversaw a \$500,000 annual budget. (In 2000, IDG Books was acquired by and absorbed into Wiley & Sons, NJ.)

*April 1988 – June 1992*

**Copy Director, Inmac, Sunnyvale, CA:** Served as copy director for this direct mail retail cataloger, during which time it was the nation's #1 business-to-business computer support products catalog company. Recruited, trained, and directed a staff of five in-house copywriters and a group of contract copywriters who worked with the design staff writing copy directly into layouts. Formulated and guided overall copy direction, tone, and marketing effectiveness for 50+ catalog projects per month.

Continued...

### **Rose Marie Cleese**

822 38th Avenue • San Francisco, California 94121 • 415-702-9797 •  
rcleese@earthlink.net • www.cleesecreative.com

*January 1983 – December 1985*

**Advertising Manager, Wadsworth Publishing Company, Belmont, CA:** Headed up the in-house advertising department for this leading college textbook publisher, now a part of Cengage Learning. Hired, trained, and directed a staff of four project managers/writers, as well as contract writers and graphic designers, and was responsible for all direct mail campaigns, special promotions, journal advertisements, and sales rep support materials from concept through printing — some 200 projects annually. Created and managed an annual budget of \$600,000. Previous to being named Advertising Manager in 1983, was the marketing department's copy chief, a project manager, and a copywriter.

*Ongoing since the 1980s...*

**Freelance Creative Director, Contract Copywriter:** Under contract, have managed the creative and written copy on a broad range of projects, including direct mail packages, consumer and b-to-b print and e-catalogs, web content, space ads, brochures, collateral, and institutional pieces. Have also written many direct mail pieces, plus catalog and book jacket copy for several publishers (Addison-Wesley, Benjamin Cummings, Wadsworth, Mackenzie Smiles, etc.), as well as direct mail and e-tail catalog copy for Haverhill's, Power Up!, Fisher Scientific, Raydream, Real Goods, Wood-Knapp Video, More Now, and others.

**Freelance Travel Writer:** Have written travel-related articles for numerous magazines and newspapers, including CSAA's *Motorland* (now *Via*) magazine, *Skiing*, the *San Francisco Chronicle*, the *San Jose Mercury-News*, and *Parenting on the Peninsula*. Was also the West Coast regional editor for *Skiing* magazine for several years and wrote a weekly wintersports column for the *San Francisco Examiner* for two winter seasons, which included being the newspaper's sole correspondent covering an Olympic Winter Games.

### **Honors:**

*Catalog Age* Gold Award (3 times)  
*Catalog Age* Silver Award (3 times)  
Western Art Directors Club Award of Merit

### **Affiliations:**

Women in Consulting  
Northern California Catalog and E-Commerce Club  
North American Snowsports Journalists Association  
Society for Professional Journalists

### **Education**

BA in Advertising/Communications, San Jose State University, San Jose, California