



## **Rose Marie Cleese**

822 38th Avenue • San Francisco, CA, 94121 • 415-702-9797 • 650-341-2773 (cell)  
rcleese@earthlink.net • www.cleesecreative.com

### ***Web & Print Copywriter • Creative Services Consultant • Copy Editor/Proofreader***

*2000 – present*

**Contract Marketing Creative Consultant / Senior Copywriter:** Have served as a creative consultant, copywriter, and/or project creative manager on numerous marketing projects (e.g., print, websites, e-mails) for a broad range of clients, including the Global Heritage Fund, Digidesign, FMC, Self Care, WebEx, Shutterfly.com, Fisher Scientific, boulevards.com, KidSoft, Hello Direct, Smith Micro Software, Drivers License Guides, Shaffer Executive Coaching, Woodall's Directories, Infotel, and Polyphony Branding (Northern California Innocence Project, The Urban Group, etc.).

**Creative Consultant & Copywriter/Copy Editor/Proofreader for Stanford University, Palo Alto:** Since 2004, have served as the contract copywriter, marketing creative consultant and copy editor/proofreader for the **Travel/Study division of the Stanford Alumni Association**, writing brochure copy, faculty leader bios, and e-mail travel bulletins, and copy-editing and proofreading all of its travel brochures (for 60-plus trips a year) and its quarterly travel catalogs. Have also written marketing material (book jacket copy, etc.) for the **Hoover Institution Press** and proofread the beta version of a new graduate students' website for the **Stanford Graduate School of Business**.

**Freelance Writer, Copy Editor & Proofreader:** Currently write wintersports-related articles for Liftopia.com and seniorsskiing.com; former regional editor, mountaingetaway.com; currently writing an historical biography; ghostwrote a chapter in the business book, *Marketing Strategies That Really Work!*; researched and 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, e.g., *Lady Freedom: Heart of a Nation* (2020); *Pediatric Resource Guide for Infant & Childhood Hearing Loss* (2015); *Gaining Traction: Starting Over After the Death of Your Life Partner* (2014); *Beyond Genius, Innovation & Luck: The "Rocket Science" of Building High-Performance Corporations* (2012); and *The Leading Edge: 5 Essential Leadership Qualities for the Family Office* (2012).

*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 various 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.

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*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.

*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...*

**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 on-site 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:**

Institute for Historical Study, board member and vice president  
North American Snowsports Journalists Association, former president,  
Northern California/Nevada chapter  
Northern California Catalog and E-Commerce Club, past member  
Women in Consulting, past member

**Education**

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