

Astrid Harper
 Marketing Communications
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Biography

I bring 30+ years of experience in marketing communications to every assignment. This experience spans both employment and freelance work in a wide array of industries, including both consumer and B2B products and services. Examples:

Employment	Freelance
Consumer Products to the RV, Truck, Marine & Gift Markets	Copywriter for The Walker Group ad agency, Santa Rosa, CA (formerly Fitzpatrick-Walker)
Consumer Products to the Home Improvement Market (supporting showroom personnel)	Copywriter and PR Consultant for several home builders
B2B Products to the Electronics Assembly Market	Copy and creative coordination for a machine shop brochure
IT Managed Services for Small to Med-Sized Business	Copy for a bed & breakfast brochure
Raw Land Offerings to Builders & Developers (included Fountaingrove)	Corp. ID and PR for Redwood Cellular Communications, Santa Rosa, CA
Condominium and Single-Family Home Developments	Site content, PR, blog article for www.heptalysis.com/lpkit.htm

While my employment mandates as marketing manager included the gamut of marketing activity – research, budget, creative, PR, media buys, effectiveness evaluations and budget reconciliation – it was the creative side that always brought me the greatest joy, because the process is fun and the results are measurable. This is my focus as a freelancer. So, exactly what is it I do?

1. I help the business owner(s) focus on why they are in their chosen business, what it is they try to accomplish, short-term and long-term, and what distinguishes them from their competition.
2. What distinguishes them is their USP – unique selling proposition – and I make sure that the USP is effectively communicated in all of the company’s marketing messages.
3. If there is uncertainty of what the USP is, we will brainstorm and find one!
4. I develop a campaign to fit the client’s budget and write the copy for all chosen media.
5. I coordinate photography, illustrations, graphic design, website design and website marketing strategies with my creative team.

Additional Services

1. I have gathered significant experience in Quality Systems based on the requirements of ISO9000, and can help develop, write and implement a quality system covering all departments.
2. I have developed significant export business for several manufacturing employers and can assist in how to proceed, or act as contract export manager.