

## **Past Clients and Projects**

**Bob McCarthy – 508-473-8643**

### **Digital Equipment Corp**

Wrote multi-part direct marketing tutorials for corporate-wide marketing managers

Wrote telemarketing scripts for training program

Wrote multiple direct mail self-mailers for lead generation

### **MAK Technologies**

Wrote direct mail postcard for lead generation

### **Sun Microsystems/Sun Select**

Wrote direct mail letter package to promote seminar

### **Sitara Networks**

Wrote direct mail package to recruit resellers

### **PC DOCS/Fulcrum Software**

Wrote direct mail survey to identify potential sales leads

### **Syncra Software**

Wrote a series of three postcards to promote products

Wrote direct mail survey to identify potential sales leads

### **SuperOffice Software**

Wrote copy for software package design

Wrote direct mail letter package to generate sales leads

Wrote letters to retail stores promoting product distribution

Wrote full-page advertisement and reply card to build the brand and generate leads

### **Winchester Systems**

Wrote direct mail postcard to generate leads and build awareness

### **Applied Analysis**

Wrote direct mail letter package to generate leads and promote service

### **Demantra**

Wrote direct mail self-mailer to promote trade show booth visitors

### **EMC**

Wrote direct mail letter package to generate leads

### **RSA Security**

Wrote sales letters to promote specific products

**Darling Consulting Group**

Wrote multiple lead generation letter packages to generate leads  
Wrote multiple postcards to build awareness  
Wrote or edited multiple white papers  
Wrote multiple direct mail and email promotions for annual conference  
Wrote multiple sales sheets and brochures for sales team  
Wrote or edited multiple web pages and landing pages

**Avaya**

Wrote a direct mail letter package to generate leads for a new phone system

**Cisco Webex**

Wrote a direct mail letter package to generate leads and promote trials of the company's products

**Thompson Financial**

Wrote direct mail letter packages to generate leads

**Warrington Financial**

Wrote direct mail letter packages to generate leads

**SunGard Financial**

Wrote direct mail letter packages to generate leads

**Access Capital Solutions**

Wrote direct mail letter package to generate leads for business lending product

**Oxford & Associates**

Wrote brochure to be used in recruitment lead generation program  
Wrote direct mail letter package and print ads to generate leads  
Wrote booklet to be used in client acquisition lead generation program  
Wrote direct mail letter package to generate leads

**Mabbett, Capaccio & Associates**

Wrote a self-mailer direct mail package to sell information products  
Wrote postcards and inserts to generate repeat orders from existing customers

**Physicians First Management Services**

Wrote a series of brochures to promote services

**Color Technology**

Wrote case studies for inclusion in an information packet

### **National Fire Protection Association**

Wrote a direct mail letter order generation package to sell an industry publication

Wrote a direct mail letter package to promote a fire code subscription service

Wrote a direct mail letter package to reactivate lapsed customers

### **Koch Membrane Systems**

Wrote a direct mail self-mailer to generate leads for a wastewater treatment product

Wrote a direct mail survey to identify potential sales leads

### **Kidde-Fenwal**

Wrote a direct mail survey to identify potential sales leads

### **Century Fiber Optics**

Wrote a series of 12 emails various product categories

Wrote web pages and landing pages for website

### **Gerson Manufacturing**

Wrote a direct mail letter package to promote products through distribution channel

### **Express-It Delivery**

Wrote brochure promoting company services

Wrote a direct mail postcard to generate new leads

Wrote a direct mail survey to identify potential leads

### **Ben Franklin Printers**

Wrote a series of printed newsletters to communicate with customers and prospects

### **American Ramp Systems**

Wrote a series of self-mailers and inserts to generate referral inquiries

Wrote a series to text ads for Google Adwords account

### **Cabot Money Management**

Wrote a series of sales letters as a follow-up sequence to inquiries

Wrote a series of brochures for lead follow-up

### **AAA Insurance**

Wrote holiday themed direct mail package to generate new leads

### **Andover Bank**

Wrote multiple direct mail letter packages to promote various bank products

Wrote two direct mail self-mailers to promote products to new homeowner and new parents

Wrote multiple billing inserts

**Great West Insurance Company**

Wrote multiple direct mail letter packages promoting different insurance products  
Wrote multiple billing inserts cross-selling to customer base

**Harvard Pilgrim Health Care**

Wrote multiple direct mail letter packages promoting services at various locations

**ALS Association**

Wrote newsletter to keep current donors informed of research progress

**Lahey Clinic**

Wrote multiple direct mail letter packages to support the hospital's fundraising

**Whitcomb House Assisted Living**

Wrote direct response advertisement to generate leads for future occupants  
Organized and edited a booklet that was used as the offer in the advertisement  
Wrote a series of 12 emails that were sent to new leads

**Together Dating**

Wrote two versions of a direct mail letter packages to generate new leads

**Waddington's Massage Therapy**

Wrote postcard announcing Grand Opening  
Wrote multiple flyers and other promotions for special savings

**Boston Bark Landscape Supply**

Wrote three direct mail postcards to generate phone orders for mulch and hardscape products  
Wrote web pages and landing pages  
Wrote door hangers for use by professional landscapers

**Mount Auburn Club**

Wrote a corporate brochure and inserts for new client information kit  
Wrote sales letters and other direct mail to find new clients  
Wrote advertisements and flyers to promote various programs

**Milford Community Program**

Wrote multiple web pages to promote various community activities  
Wrote multiple direct mail self-mailers for summer camps and adult education  
Wrote multiple email campaigns to promote activities to opt-in customers and prospects  
Wrote flyers, banners, surveys

**Riverside Amusement Park**

Wrote multiple direct mail self-mailers to promote group outings at the park  
Wrote multiple promotions to sell season ticket packages

**Fun World Arcades**

Wrote a direct mail postcard to increase daily customer traffic

**Central Mass Auto Schools**

Wrote and organized a new website to promote multi-location driver's education

**Babson College**

Wrote a direct mail survey to identify potential candidates for executive education

Wrote a direct mail postcard to promote the program

**Scottish Rite of Freemasonry**

Wrote the annual fundraising package for 10 years in a row

Wrote the supporting information kit for local chapters

Wrote multiple communications from headquarters to its chapters

Wrote and organized a multi-section activity and promotion binder for local chapters

**New Hampshire Forest Society**

Wrote a direct mail letter package to solicit donations and raise awareness of the state's resources

**New England Community Health Centers**

Wrote a direct mail letter package to recruit physicians to work in community health centers

**Kendall Whaling Museum**

Wrote a mini-catalog promoting various products available from the museum

**Children's Learning Centers**

Wrote a direct mail letter/brochure package to support the program's fundraising

Wrote two annual reports

**Community Awareness and Treatment Services (CATS)**

Wrote a direct mail letter/brochure package to increase awareness and raise funds

**UMass ALS Champion Fund**

Wrote a direct mail letter/brochure package to support the program's fundraising