

# Elisabeth Garson – Copywriter

1159 Gerritt St, Philadelphia PA 19147  
elisabeth@garson.net 215.688.0292  
www.garson.net/elisabeth

## SNAPSHOT

10 years of copywriting for retail and B2B with a focus on websites, print media, direct mail & broadcast. Also proficient in website hierarchy/structure and graphic design for print.

## WORK

Garson Design: Co-Owner (3/05 – Present)  
Copy and conceiving for various clients. Web structure.

Advanti Media: Creative Copy Director (2/03 – 5/05)  
Developed and directed all advertising projects for this media agency.

Comcast Cable: Copywriter (5/00 – 4/02)  
Concepts and copy for print, web, radio and television.

The Franklin Mint: Copywriter (9/98 – 6/00)  
Copy for direct mail and web. Specialized in female product line.

Keyspan Energy: Copywriter (4/00 – 6/01)  
Wrote 12 feature articles each month for corporate site.

MartNet Communications: Copywriter (6/99 – 6/00)  
Marketing consultant and copywriter for start-up ISP.

Freelance Journalist: Writer (1/97 – 3/00)  
Wrote feature articles for community publications.

Silicon Power Corporation: Marketing Manager (7/95 – 11/98)  
Oversaw marketing and public relations department.

## CLIENTS

Comcast Cable/Cousin Oliver  
MessageLabs

Keyspan Energy  
Renovator's Supply

Architerra Design  
Center for Growth

Fast Incorporators

Keystone Food Co-Op

Lampdecor.com

Mystiko Fos Lamps

Bit Editions

Solar Data Centers

Wave Datacom

The Archive Society

## EDUCATION

University of The Arts: (2007-Present)  
Certification in Print Design with a 7 class design curriculum.

Bookshop Series: (2003-2004)  
Copywriting program at Los Angeles-based Saatchi & Saatchi Ad Agency

Kutztown University: (1991-1995)  
BA – English  
Minor – Public Relations

## GALLERY

See full portfolio at [www.garson.net/elisabeth](http://www.garson.net/elisabeth)



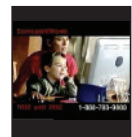
Web



Print



Direct Mail



TV & Radio



Campaigns



Concepts



Presentations



Design