

PETER J. FOGEL

B2C/B2B Copywriter – Content Creator – Marketing Strategist
PETER FOGEL PRESENTS LLC.

PROFILE SUMMARY

Goals: To continue to work on challenging and engaging projects as a remote copywriter in B2C and B2B marketing as well as in the advertising industry (print, digital copywriting, blogs, content marketing, radio, video sales letters (VSL's), e-commerce, lead generation, landing pages, e-mail marketing, explainer videos, social media)

CONTACT



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8108 Summer Shores Drive
Delray Beach, Florida 33446

EDUCATION

- S.U.N.Y Purchase
Purchase NY – B.F.A. Theater Arts
- American Writers & Artists
(Certified B2C & B2B Copywriter)
- Dan Kennedy Certified Copywriter
- Warner Bros Writer's Workshop

ASSOCIATIONS: The Writers Guild of America,
National Speaker's Association, Florida
Speaker's Association

SKILLS

- White Papers
- Direct Response Marketing
- Case Studies
- Voice-Over Narration
- Digital Marketing
- Content Writing
- Blog Posts
- Video Scripts
- Magalogs
- Explainer Videos
- Humor Writing
- Digital Marketing
- Public Speaker
- E-Commerce

OTHER WEBSITES

www.thevoicesinpeterfogelshhead.com
www.EmployeeReEngagementExpert.com
www.rebootyourcareernow.com

TRADE MAGAZINES

Have written articles for the following Industry trade magazines: DM News, Inside Direct Mail

PROFESSIONAL EXPERIENCE

B2C/B2B Marketing Clients

2020

Presently a marketing strategist, voice-over artist, and creator of explainer videos for the following clients: AMSD Carpet Cleaning, Hudson Valley Barter Exchange, SuperBiz, Vibe Branding, 3G Warehouse, Interactive Control Systems

2001-Present

Freelance B2B/B2C veteran copywriter where duties include crafting marketing copy for print, e-commerce, blogging, digital/content marketing. Clients include: Agora Publishing, Steve Wexler Creative Group, Bio-Centric Health, Gold and Energy Report, American Writers and Artists, Strategic Profits, Healthier You, West Haven Labs, Hampshire Labs, C-level, A Seasoned Investor, Fisher Investments, American Writers and Artists Institute. Cameron Advertising. Musical

1995-Present

Voice-Over Artist & Script Writer

Commercials, Radio, TV, E-learning, Audio Books, Narration, Clients include American Express, UPS, Miller Lite, Econo Lodge, Provident Bank, Mazda

2009-2011

In-House Copywriter

James DiGeorgia & Associates Boca Raton, Florida

I was in charge of writing Direct Response Copy for the alternative health, financial, B2C, and real estate markets that resulted in over \$1.5 million in company sales. Duties included writing for print, e-commerce, articles/content marketing.

1985-1997

Entertainment / Media

Los Angeles and New York

Worked on production or appeared on the following programs: Columbia Tri-Star International Television Rita's World, Hope & Faith w/ Kelly Ripa, Whoopi w/Whoopi Goldberg, Married With Children, Unhappily Ever After, The Howie Mandel Show, Chicago Sons, Temporarily Yours HBO, The Pat Sajak Show, Townies, Boston Common, Evening at the Improv, Caroline's Comedy Hour, Comic Strip Live (further list on request)

BOOK AUTHOR/AMAZON

- **Reboot Your Career: 27 Ways to Reinvent Yourself in the Workplace! (*Best Seller)**
- **If Not Now... Then When?** Stories and Strategies of People Over 40 Who Have Successfully Reinvented Themselves **(*Best Seller)**
- **DON'T GET SCREWED: On Your Next Marketing Campaign!** Copywriting Secrets of the Masters That Can Boost Your Sales
- **DON'T GET SCREWED WHILE GIVING A SPEECH:** The World's Best Kept Public Speaking Secrets
- **DON'T GET SCREWED:** A Humorous Guide to Overcoming the Crap That Life Throws at you! (A self-indulgent help book)