

Robin Merrill Lorenzo
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Freelance Writer, 2000-2016, June 2024-present

- Agency clients include/included Agency 29, Butler Till, Dixon Schwabl, Mower, Flynn, Partners + Napier, Tag UK, Tag US, RWS.
- Work on a range of accounts including Accenture, American Heart Association, Bausch & Lomb, CenturyLink, Clinique, Eastman Kodak Company, Excellus BlueCross BlueShield, ESL Federal Credit Union, Frontier Communications, Haleon (Advil, Flonase, Robitussin), Hilton, New York State Energy Research and Development Authority, Pacific Gas & Electric, Pfizer, P&G, RPO, Scandinavian Airlines, University of Rochester Medical Center, Unilever (Axe, Dove), YMCA, Zippo.

Senior Copywriter + Content Supervisor

Dixon Schwabl + Company, 2016-June 2024, Victor, NY

- Created concepts, copy and content for B2B and B2C accounts in industries including business services, financial services, government agencies, healthcare, IT, national sporting events, nonprofit, telecommunications, public utilities and travel and tourism.
- Clients included American University, Avangrid, Community Bank, Frontier Corporation, Heritage Classic Foundation, IP.com, NY Apple Growers Association, NY Council on Children and Families, RBC Heritage.
- Collaborated on RFP submissions and new business pitches, helping to win accounts including Avangrid and Frontier Enterprise.
- Won ADDY and Graphis awards for pieces created for Frontier Enterprise, Daystar and more.
- Immersed myself in each client's industry and target audience to develop timely, relevant concepts, content and messages.
- Developed brand guidelines and ensured consistent messaging and tone of voice across communications.
- Broke down silos and collaborated with experts across departments including strategy, media, research, UX, SEO, PR, social, marketing, technology and automation.
- Ghostwrote thought leadership pieces for CEOs and SMEs on a range of topics including financial planning and workplace culture.

Senior Communications Specialist + Communications Consultant

UnitedHealth Group, 2012-2016, Minneapolis, MN (Remote)

- Collaborated with marketing, provider and member relations, and medical directors and clinical teams on communications plans, content strategy and core messaging for healthcare programs.
- Led internal and provider communications for the PATH program to encourage Medicare Advantage members to become more engaged with their preventive healthcare.
- Managed internal and provider communications for the launch of new Medicaid Managed Care plans.
- Developed concepts and wrote copy for Medicaid, Medicare and Commercial lines of business.
- Won a UnitedHealthcare Innovation Award for work on the PATH program.

Pre-2000 Copywriter positions

New York Agency

Buck & Pulleyn

Clients included Eastman Kodak Company, Bausch & Lomb, ESL Federal Credit Union, Genesee Hospital, Greater Rochester Visitors Association, Monroe Community College, Monroe Community Hospital, Monroe County Health Department, Planned Parenthood, Rochester Philharmonic Orchestra, St. Ann's Home, St. John Fisher College and YMCA.

EDUCATION

SUNY Geneseo, BA in philosophy