ALEX JABLOKOW
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SUMMARY

You might be surprised how often your customers fail to completely understand either the technical features or the benefits of your products—and thus what you have to offer. I help your technical business understand the needs of its customers and communicate a clear value message to them.

PROFESSIONAL EXPERIENCE

Freelance Technical Copywriting: www.AJsWords.com (Present)

Providing marketing communications services to technical and healthcare businesses, including

- Customer research
- Web architecture and content
- Collateral
- Case studies
- White papers
- Direct mail
- Presentations
- Instructional materials

Recap Real Estate Advisors, Boston, MA (March 2007 – October 2010)
Marketing Director

Responsible for marketing and PR strategy for a company providing financial services to investors in multifamily residential housing.

- Lead redefinition of company as financial services firm, from old identity as boutique consultant.
- Plan and create direct mail campaigns, including letters, postcards, and coordinated web pages.
- Manage, plan, and produce all collateral, presentations, and web text aimed at various audiences, including banks, syndicators, institutional housing owners, government agencies, and non-profits.

Noteworthy projects:

- Redefined brand identity, supervised redesign of logo and graphic identity.
- Created full campaign, including web presence, press, innovative collateral, and conference support for new green capital needs assessment product.

Decision Resources, Waltham, MA (June 2005 – September 2006)
Marketing Communications Manager

Responsible for all marketing, communications, and PR for HealthLeaders-InterStudy, a $10 million Decision Resources subsidiary that sells managed care data to the healthcare industry.

- Planned and created direct mail campaigns to both house and rented lists that combine e-mail, hard copy mailings, and web site promotions for maximum effect.
- Proactively placed HealthLeaders-InterStudy analysts in trade and regional business publications such as *USA Today*, *Managed Care Executive*, *Fresno Bee*, *San Antonio Express-News*, and business journals across the country.
- Managed, planned, and produced all web content, including lead generation pieces such as white papers and downloadable product samples, resulting in 200 qualified leads per month.
- Wrote all sales collateral aimed at various audiences, including managed care, pharmaceutical, financial, and consulting.

Noteworthy projects:

- Created campaign-code-based lead tracking system for direct marketing campaigns in CRM system, with work flows, to ease follow-up by sales staff and simplify tracking by finance department.
- Created system of web landing pages for driving and tracking direct mail response.

Network Health, Cambridge, MA (1999 – June 2005)
Marketing Manager

Responsible for marketing a Medicaid health plan to physicians and Medicaid members.

- Planned and created all provider and member marketing and health-management communications, including two quarterly newsletters, new member packet, and physician policy and clinical communications.
- Managed all ongoing operations, including supervision of four staff and all vendors.

Noteworthy projects:

- Redesigned provider and member materials to establish brand identity, ease fulfillment, reduce printing costs, and decrease per packet mailing costs from over $3 to under $1, saving tens of thousands of dollars annually.
- Carried out extensive physician satisfaction research program to establish messages and improve customer service.
- Searched for, interviewed, selected, and managed advertising agency through a statewide radio awareness campaign.

Novelist (1988 – 1999)

Wrote and published five novels and one collection of short fiction, under the name Alexander Jablokov. Two books, *Carve the Sky* and *The Breath of Suspension*, were New York Times Notable Books of the Year.

Engineer (prior to 1988)

The Analytic Sciences Corporation (TASC) (1987 - 1988)

Member Of Technical Staff

Analyzed coding for spread-spectrum networked radio and wrote instructional documentation for contractors on techniques and implementation

Sperry Corporation (1985 - 1987)

Senior Member Of Technical Staff

Defined network and communications requirements for AWIPS, a nationwide communications system for the National Weather Service, through nationwide interviews, research, and analysis

EDUCATION

M.S. Engineering, Dartmouth College. Thesis: *Solutions to a Class of Integral Transforms*

B.S. Biomedical Engineering, University of Southern California