

TONY FOLDEN

PROFESSIONAL SUMMARY

Creative writer with more than 8 years of experience in copywriting, proofreading, and creating marketing materials for multiple platforms. Broad knowledge of storytelling principles for creating effective marketing campaigns.

SKILLS

- Research and analysis
- Content Creation
- Content & line editing
- Sales and marketing
- Microsoft Office Suite
- Adobe Creative Cloud
- Social media platforms
- Creative writing

WORK HISTORY

JUNE 2019 – CURRENT

B2B Inside Sales Rep | Harry and David | Hebron, OH

Develops new business-to-business sales. Aggressively identifies and qualifies new business opportunities by building relationships with potential prospects via telephone and e-mail. Cultivates existing client relationships to retain sales from a designated portfolio of existing customers.

MARCH 2017 – JUNE 2019

Customer Service Rep 3 | Spectrum | Zanesville, OH

Responded to more than 800 calls a month to resolve billing issues/disputes. Helped raise call center rankings from 12th to 2nd in the region. Improved personal stats by 25% over 6 consecutive months to receive promotion from Rep 2 to Rep 3

MARCH 2016 – JUNE 2018

Jr Copywriter/Marketing Assistant | VSolvit | Ventura, CA (remote)

Researched and wrote articles for weekly newsletter. Proofread and edited peer articles. Created marketing materials to acquire government contracts. Wrote press releases for company achievements

JUNE 2015 – MARCH 2017

Loyalty Priority Specialist | 1 800 Flowers | Hebron, OH

Processed an average of 1,000 calls a month to resolve customer complaints and billing issues. Cross-trained in every department within the call center in first year of hire date.

JANUARY 2012 – JUNE 2015

Copywriter/Host | DJ Trivia | Cleveland, GA

Researched and analyzed more than 100 trivia questions per week pertaining to sports, music, movies, and random facts. Proofread and edited peer written questions. Hosted 2 weekly trivia contests at various restaurants and bars.

AUGUST 2009 – JUNE 2015

Head Writer | Green Frog Entertainment | Atlanta, GA

Wrote, proofread, edited and analyzed original screenplays and teleplays. Presided as on-set acting coach to more than 10 actors on multiple TV pilots and independent films.

EDUCATION

2014

Bachelor of Fine Arts: Creative Writing
Full Sail University, Winter Park, FL