



Susan T. Burtch, LLC

COPYWRITING

3205 Hawthorne Avenue; Richmond, Virginia 23222

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EXPERTISE

Crafting distinctive brands
Writing creative copy
Reducing verbal clutter
Meeting tight deadlines

CAREER HIGHLIGHTS

National Girl Scout cookie campaign
PBS TV documentary on Blue Ridge Parkway
Blockbuster video on keeping kids off drugs
First AT&T website

SPECIALTIES

Corporate	Retail
Finance	Healthcare
Education	Tourism
Nonprofit	Food

MEDIA

Print ad campaigns	Websites
Radio and TV spots	AV scripts
Brochures and flyers	Newsletters
Direct mail promotions	Articles

BOOKS

[New Bear in the Woods](#) (children's book)
[Berkeley Plantation and Hundred](#)
[KPMG Peat Marwick: 40 Years in Richmond](#)

SAMPLE AWARDS

Golden Triangle Awards; Award of Merit
International Annual Report Competition; Gold Award
National T&LLY Award
CINE Golden Eagle Award
American Public Transit Association Awards; Second Place, Radio

EMPLOYMENT

-Freelance copywriter, 1974-present (Richmond, Va.)
-Mabey & Douglas Public Relations, 1973 (Richmond, Va.) Copywriter
-Jackson & Kline Advertising, 1973 (Richmond, Va.) Copywriter
-Buntin & Associates Advertising, 1971-72 (Nashville, Tenn.) Copywriter; Production Manager
-Holder-Kennedy Public Relations, 1969-71 (Nashville, Tenn.) Publications Editor
-*The New Yorker* Magazine, 1968-69 (New York City) Editorial Assistant

EDUCATION

Smith College, Northampton, Mass; 1968, BA in English