

Britta Reque-Dragicevic

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FREELANCE CORPORATE COPYWRITER

Expert in designing and delivering customer-centric, benefit-oriented copy that brand builds clients' strategic messages, strengthens corporate identity and increases brand awareness and positioning to effectively increase competitive advantage through outstanding marketing communications. Highly effective at creating strategic marketing messages that correlate to business objectives; turning complex data into user-friendly, easy-to-read and understand information; and develop marketing that creates impact with client's audience. Adept at creating international and multinational brand messaging. Expert at partnering with corporate marketers to achieve effective results. Core Competencies:

- Creative Brand Communications Strategy, Design and Implementation
 - Sales and Marketing Collateral Systems Design/Creation
 - Offline/Online Marketing Communications Campaign Development
 - International Brand Communications-Strategy and Development
 - Multinational internal/external communications development
 - Brand development
 - Corporate internal communications
 - Media relationship management
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PROFESSIONAL EXPERIENCE

PERSONNEL DECISIONS INT'L, (PDI), Minneapolis, MN July 2007-present

Primary Corporate Copywriter-(contract), reports to Global Marketing VP

Develop, write and edit brand messages and key marketing collateral that aligns strategic business objectives with client-focused messages, develop new brand messaging, ensure brand consistency, interview and incorporate key stakeholders including senior executives in projects; write and edit client-focused brochures, fact sheets, white papers, ghostwrite trade articles, interview client's clients (Fortune 100s) at the GM/VP levels, responsible for creating effective brand messaging across multiple media platforms.

- designed and wrote website copy for new corporate website, 80+ pages, completed on deadline in two week timeframe for successful global launch
- developed web copy for Asia, Europe and Middle East markets
- integrated and developed new marketing collateral for PDI's core business
- responsible for developing brand communications strategies
- developed culturally sensitive brand communications for Middle East audience (oil & gas industry)

REDFLOWER MARKETING COMMUNICATIONS, Minnesota/Sarajevo, Bosnia 2006-present
Owner / freelance corporate copywriter

Developed private freelance consultancy, incorporating seven years of freelance writing/ Associated Press journalism experience. Provide brand marketing communications, specializing

in the real estate, construction, design/build, community development, healthcare, consulting, financial services and luxury industries.

- Wrote key narrative for industry award entries for a \$100+million build/design firm, which won at the national level for excellence in commercial construction
- Successfully integrated and resolved divergent perspectives from a client's senior VP and line executive into a seamless trade article that showcased their expertise and industry leadership advantage
- Responsible for interviewing, research and communications developments
- Developed a bold and innovative pricing strategy that saves clients thousands of dollars in marketing costs per month

THE ASSOCIATED PRESS, Sarajevo, Bosnia

2001-2004

Journalist-freelance/print

Wrote and edited daily news coverage from AP's Sarajevo bureau; made daily coverage decisions for Bosnia; interviewed UN, NATO and other international officials. Coordinated press coverage with AP Television News and AP Photo.

- Covered U.S. military, UN, NATO, OSCE and other government agencies
- Developed culturally-sensitive news reports in post-war environment
- News reports featured in major media worldwide

FREELANCE

1999-present

Freelance writer/journalist

Wrote and developed feature news articles for the LA Times, Boston Globe, Minneapolis Star Tribune, Modesto Bee, and other media outlets.