

# Kari Nogle Copywriting for Technology Marketing

- OBJECTIVE** To create strategic marketing communication that differentiates your company and motivates prospects
- SUMMARY** Twenty years of high-tech marcom copywriting and coordination success combined with strong creative and organizational skills and a theoretical engineering education
- EXPERIENCE**
- 1997-Present Kari Nogle Ink, Copywriting for Technology Marketing  
I have written compelling copy for websites, collateral, articles, presentations, and ads for over 30 clients in the IT, biotech, and scientific research industries.
- 1997-Present The Oxford Group, Brand Marketing for Technology  
Copywriter, Account Coordinator  
I have been the primary copywriter for Oxford for over fourteen years. I also was a liaison between clients and vendors, coordinating projects from start to finish.
- 1998 Color Partnership, Color Calibration Software Developer  
Marketing Communications Director  
In two months, I executed all marcom for a product launch, including the company's first major trade show presence, website, brochure, packaging, and advertising.
- 1987-1990 Simpact, Data Communications Manufacturer and Software Developer  
Marketing Communications Director  
Responsible for an annual budget of \$500,000 and while Simpact's annual sales climbed from three to thirty million, I implemented all aspects of marcom including collateral and press release writing, an international trade show program, design/production supervision, advertising, direct mail, lead database management.
- 1991 Copywriting and marcom coordination for the launch of spin-off company, UconX
- 1997 I wrote extensive, technical product summaries as sales documents to engineers.
- 1985-1986 Systems, Science, and Software (S-Cubed), Applied Physics Research Company  
Scientific Programmer
- EDUCATION** B.S. in Mechanical Engineering with Honors, UC Santa Barbara 1985
- STRENGTHS** Rapid grasp of complex products and marketing strategies  
Ability to synthesize vast information into concise, persuasive marketing copy  
Driven and passionate, attentive to detail, creative, ethical, enthusiastic

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