

Michele Karas

11-55 45th Ave., #16, LIC, NY 11101
Michele@mkcopyworks.com

917.833.8934
www.mkcopyworks.com

EMPLOYMENT

Hachette Book Group USA (Formerly Time Warner Book Group), New York, NY (1997-Present)

Associate Copy Director, Advertising and Promotion • 2003 - Present

- Direct a team of copywriters through initial concepts, production, and final approval process of national advertising initiatives for bestselling authors, including James Patterson, Anita Shreve, and Michael Connelly, among others
- Develop concepts, write, and produce national television and radio commercials and present final spots to department head for trafficking approval
- Supervise and coordinate copy content for bi-annual sales catalogs through all stages of production (200 titles, \$100,000 print production budget)
- Work closely with department head to ensure budget, creative objectives, techniques, and related production factors are met and assist copy director in all management functions
- Liaison between publisher, copy, design, and production groups to maintain integrity of Little, Brown and Company brand and the timely completion of advertising initiatives

Previous positions held:

Copy Manager, Advertising and Promotion • 2000 - 2003

Senior Copywriter, Advertising and Promotion • 1999 - 2000

Senior Copywriter/Coordinator, Cover Copy • 1997 - 1999

World City Corporation, New York, NY (1993-1996)

Executive Assistant to the Chairman and CEO

- Coordinated billion-dollar project activities and provided communications support through generation and management of Web site content, direct mail campaigns, media kits, etc.

The Catering Company, New York, NY (1990-1993)

Events Captain/Booking Agent

- Booked staff and supervised food service for special events (500+ attendees)

Floris, New York, NY (1987-1990)

Sales Associate, exclusive Madison Avenue boutique

- Recognized for outstanding customer service and individual sales of specialized fragrance products

Freelance Work & Special Interest

Freelance Copywriter (Ongoing)

- Advertising, Promotion, Direct Mail, Marketing, Online. Samples of numerous and varied freelance projects may be viewed at www.mkcopyworks.com

Continental Divide Theatre Company, Boulder, CO 1989-1994 (Seasonal)

Co-founder/Managing Director/Artist in Residence

EDUCATION

San Diego State University (Graduated 1987)

- Bachelor of Arts in Journalism with an emphasis in Advertising
- Minor: Theater Arts

Busch & Associates, San Diego, CA (1987)

- Advertising Internship – IFS Campaign

SKILLS

Microsoft Word, QuarkXPress, Excel, and various online research utilities