

# ml ball

copywriter/editor

www.mlballcopy.com

## PROFICIENCIES

WordPress, HubSpot,  
Drupal, Microsoft Office

## WEBSITES

- Westchester Health Pediatrics
- Westchester Health Orthopedics and Sports Medicine
- Samuel J. Beran, MD
- Hurley Medical Center
- Hurley Children's Hospital
- Sprout Creek Farm
- Netherwood Acres
- Rombout Foxhounds

## BLOGS

- Simon Associates Marketing Consultants
- AndiSimon.com
- Westchester Health Associates
- Westchester Health Pediatrics
- Westchester Health Orthopedics and Sports Medicine
- Samuel J. Beran, MD

## ARTICLES/ANNUAL REPORTS

- Organic Hudson Valley:  
"Reviving Whiskey Making"  
"Hudson Valley Cold Pressed Oils"  
"Boldly Carrying On an Indelible Legacy"
- Episcopal Relief and Development

## HIGHER ED

- NYU Center for Data Science (2013-15)
- NYU Courant Institute of Mathematical Sciences (2006-13)

New York-based professional writer and editor with extensive experience writing websites, blogs, newsletters and advertising/marketing materials. I execute creative projects from initiation through completion—on strategy, on deadline and on budget.

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917.648.5680

## ADVERTISING/MARKETING

2001-Present **Freelance Copywriter**

Simon Associates Marketing Consultants, AndiSimon.com, *Yorktown Heights, NY*  
Write, edit and manage web, blog, email and social media content

Art Van Furniture, *Detroit, MI*

Write weekly promotional radio commercials

Westchester Health Associates, Westchester Health Pediatrics, Westchester Health Orthopedics and Sports Medicine, Samuel Beran, MD, *Katonah, NY*  
Extensive healthcare experience writing web, blog and social media content

Organic Hudson Valley magazine, *Billings, NY*

Interview local farmers and business owners and write profile articles about their connection to the Hudson Valley

NYU Courant Institute of Mathematical Sciences, NYU Center for Data Science  
Interviewed world-renowned math and computer science professors and wrote profile articles for NYU's newsletter about their accomplishments

Hurley Medical Center, Hurley Children's Hospital, *Flint, MI*

Wrote 200+-page websites for both healthcare institutions

Showtime Networks, *New York, NY*

Created successful advertising/marketing campaigns for Showtime movies and original series, including *Weeds*, *Dexter*, *Nurse Jackie*, *Brotherhood* and *Sleeper Cell*, resulting in enhanced awareness and increased subscriptions

1998-2001 **Senior VP Copywriter**

SAATCHI & SAATCHI, *New York, NY*

Strategized and created print/TV/radio/outdoor/collateral/direct mail campaigns for a variety of market sectors, including: packaged goods, apparel, insurance, banking, fast food, telecommunications and cosmetics

**Previous experiences include positions at BBDO, OGILVY & MATHER, Y&R, GREY, CLINIQUE, DMB&B, CREATIVE ALLIANCE and LONG, HAYMES & CARR**

## EDUCATION

SOTHEBY'S, LONDON

History of Art Business Program

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Bachelor of Arts in English, Psychology and Art History

THE EXPERIMENT IN INTERNATIONAL LIVING

Oxford, England

## PASSION

NATIONALLY-RANKED EQUESTRIAN

Lifelong