

ml ball

copywriter/editor

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917.648.5680

WEBSITES

- Samuel J. Beran, MD
- Netherwood Acres
- Rombout Foxhounds

BLOGS

- AndiSimon.com
- Samuel J. Beran, MD
- Simon Associates Marketing Consultants

NEWSLETTERS

MAGAZINE ARTICLES

ANNUAL REPORTS

DIRECT MAIL

- Episcopal Relief and Development
- Grace Episcopal Church
- Millbrook Magazine
- NYU Center for Data Science
- NYU Courant Institute of Mathematical Sciences
- Organic Hudson Valley
- Scenic Hudson Viewfinder
- Showtime Inc.

New York-based professional copywriter and editor with extensive experience creating copy for websites, web content, blogs, newsletters and advertising/marketing materials, on strategy, on deadline and on budget.

COPYWRITING/EDITING/ADVERTISING/SOCIAL MEDIA

2022-Present

Millbrook Magazine

Scenic Hudson Viewfinder

Contributing writer for print/online publications

2004-Present

Simon Associates Marketing Consultants and AndiSimon.com, Yorktown, NY

Write, edit and manage web, blog, email and social media content

2015-Present

Samuel J. Beran, MD, Harrison, NY

Wrote the website, write weekly blogs and social media content

2015-2020

Westchester Health, Katonah, NY

Wrote the website, weekly blogs and social media content

2016-2020

Organic Hudson Valley magazine, Billings, NY

Wrote features on local farmers, chefs, artists and small business owners

1998-2001

Senior VP Copywriter

Saatchi & Saatchi, New York, NY

Strategized and created print/TV/radio/outdoor/direct mail campaigns

Previous experience includes assignments at BBDO, Ogilvy & Mather, Y&R, Grey, Showtime Networks, NYU Courant Institute of Mathematical Sciences, NYU Center for Data Science, Episcopal Relief and Development, Clinique, Long Haymes & Carr, Hurley Medical Center, Art Van Furniture

EDUCATION

Sotheby's, London

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

PROFICIENCIES

WordPress, HubSpot, Microsoft Office, Canva, Trello, Libsyn, Hootsuite, digital marketing on social media platforms (Facebook, Twitter, Instagram, LinkedIn and other tools/channels)

PASSION

Competitive equestrian