

# Bob Wassom

bobwassom@comcast.net • Salt Lake City, UT 84121 • 801-554-3246  
www.SpinningMyWheels.net • linkedin.com/in/bob-wassom-4b64307

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## Freelance Writer

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Market-savvy copywriter and communications strategist generating high levels of interest and conversions across print collateral, web content, SEO, social media posts, blogs, and email marketing. Deliver compelling narratives for numerous industries including outdoor recreation, insurance, health care, tourism, manufacturing, and more. Leverage technical knowledge to deliver polished, professional written pieces that adhere to strict style guides. Able to navigate competing priorities to meet tight deadlines.

- Creative Team Collaboration
- Concept Development
- Scheduling & Deadline Adherence
- Outdoor Recreation Writing
- Web Copy / SEO Strategy
- Content Marketing
- Social Media & Blog Posts
- Email Marketing Campaigns
- AP Style Guide

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## Career Experience

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**Freelance Writer / Communications Consultant**, Independent Contracts, Salt Lake City, UT 2006 to Present  
Engage diverse clients in crafting effective written pieces to expand market reach, gain conversions, and drive missions. Work on a variety of project types ranging from marketing copy (print and digital) to web articles. Align final deliverables with client specifications while meeting tight deadlines. Tailor content towards various SEO, tone, and formatting needs.

### Key Achievements:

- Wrote dozens of high-impact web copy articles for Disaboom.com, Shell Vacation Properties, Wasatch Journal, SirsiDynix, the Utah Office of Tourism, DynAccess, and Flexpak.
- Crafted communications strategies as a contract consultant for AARP Utah; generated positive interest towards passage of Obamacare by providing accurate, informative, and fresh perspectives.
- Garnered Volunteer of the Season award in recognition of outstanding pro bono marketing copy contributions to National Ability Center.
- Raised funds through successful email marketing campaign as Communications Director for Gamma Kappa Chapter of Sigma Chi Alumni Foundation.

**Executive Vice President**, Riester-Robb Advertising, Salt Lake City, UT; Denver, CO 2001 to 2006  
Promoted to roles of increasing scope and responsibility while designing multi-media advertising campaigns and collateral materials. Steered creative team in writing targeted copy, designing accompanying visual elements, and ensuring client needs and specifications were met.

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## Key Achievements:

- **Deer Valley Resort:** Generated record-breaking sales with award-winning “Even the mountain has goosebumps” campaign. Integrated campaign image and theme across all collateral and promotions, winning client praise and numerous creative awards.
- **Park City, Utah:** Attracted tourists during City’s shoulder season tourism slump by targeted writing promotional copy for “Muddy Gras” local festival, resulting in Riester-Robb Advertising retaining Park City’s \$2M account for ten additional years.
- **State of Utah:** Boosted state tourism by co-creating a 60-second TV spot featuring U2’s “Streets With No Name” track and voice of legendary sportscaster Jim McKay. Co-edited spot, synthesizing voice-over copy with audio and visuals to deliver effective and memorable ad experience.

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Additional Experience: Senior Vice President and Creative Director with Harris & Love Advertising

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## Education

**Bachelor of Arts in Journalism**  
Utah State University, Logan, UT