

LORRAINE DUFFY MERKL

Award-winning freelance copywriter
specializing in creating and elevating brand awareness.
(917) 602-9889/LDMERKL@rcn.com

BIO:

I am an advertising writer for print, television, radio and interactive media, who specializes in entertainment marketing.

Throughout my commercial career (freelance as well as staff) I've also worked on products in the categories of: toys, travel, packaged goods, real estate, pharmaceuticals, cereals, electronics, as well as public service.

Among various awards, I count a Broadcast Design Award (HBO); Ad Age SAM Award (PlayStation); GDUSA American Design Awards (HBO); National Affiliate Marketing Promotional Concepts (HBO); Grey President's Award (Post Cereals); and the Erma Bombeck Humor Writer Award (Our Town/West Side Spirit column)

I hail from the Bronx borough of NYC, and received my A.B. from Fordham University.

ONLINE PORTFOLIO: www.lorraineduffymerkl.com

Freelance 1995 to present

Entertainment: The Refinery (HBO);
MTV Networks; HBO/Cinemax; Nickelodeon;
Nick-at-Nite; TV LAND; TV LAND; United Media;
VH1; Showtime; Comedy Central; Food Network;
A&E Networks; Lifetime Television; USA
Networks; WE: Women's Entertainment;
Columbia House; Peter Max Studio
Publishing: eScholastic; The Beaverkill Press
Packaged Goods: Blistex; Olin; Panasonic Batteries
Toys: Galoob; Mattel; Tyco; Tiger; PlayStation
Real Estate: Various NYC buildings
Pharmaceuticals: Pfizer
Services: RevitaRUGS

Staff 1980 to 1995

Grey Advertising *Senior Writer* -
Hasbro/Kenner; Sherwin-Williams; Borden
(Elmer's)
Herman Associates *Associate Creative Director* -
Austrian Airlines; Trafalgar Tours; American
Playhouse; La Samanna Hotel; Marshall & Sterling
Insurance; TBI Tours; Applied Digital Data Systems
(ADDS)
TSR, Inc *Senior Writer* - Emerson Radio;
Galoob Toys; Canandaigua Wine Co.
Grey Advertising *Copywriter* - Canon Cameras;
Bristol-Meyers; Post Cereals; GCB Real Estate
Marketing
Lord & Taylor Jr. *Writer* - all departments

PRO BONO:

Advertising: Blanton-Peale Counseling Center; NAACP
Visual merchandising & sales: Fordham Prep bookstore
Event planning/fundraising: The Legal Aid Society, Aaron School, Fusion Academy

RELATED EXPERIENCE

Journalist: New York Times; Manhattan Media; Straus Media; New York Observer; Care.com; New York Post; Adweek; Bustle; Fifty Is The New Fifty; The Frisky; The Huffington Post; xoJane; Nerve; The Huffington Post, The Washington Post, Purple Clover, Hearst Publications (Redbook, Seventeen, Woman's Day, Cosmopolitan, Good Housekeeping, Marie Claire, Delish, Town & Country), She Knows; Parent.co.

Published Author: *Back To Work She Goes* (2013) *Fat Chick* (2009)