

Chris John Amorosino
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Profile

Creative marketing and public relations communicator with versatile experience in B2B and consumer markets. Manage, create, write, and implement communications and marketing projects that clearly and effectively reach the intended audience and produce the desired results. Adept at both client and internal staff relationship-building. Outstanding people skills. Successfully managed and completed projects targeting field management, sales forces, employer prospects and clients, corporate employees, and consumers.

Experience

1995-Current

Amorosino Writing, LLC Unionville, CT

Principal – Founded freelance writing and marketing services business. Responsible for business development, client acquisition, pricing, subcontracting with vendors, and development/delivery of product.

- ❑ Sole copywriter on team of eight to create 37-week internal e-mail campaign to convert 500 employee division from product to customer service mindset. Created unique cartoon concept and wrote all copy.
- ❑ Researched, designed, and wrote marketing module for international trade association's industry-wide Retirement and Distribution Planning Course.
- ❑ Created concept, wrote, and managed production of sales marketing kit for new distribution arm at \$100 billion company. First year sales exceeded the goal of \$1 million.
- ❑ Wrote 10 e-learning courses for subsidiary of one of the country's five largest manufacturing firms.
- ❑ Raised visibility of international claim adjuster by securing cover story in state's leading newspaper. Firm grew 200% in three years.

1992-1995

Connecticut National Life Insurance Company Simsbury, CT

Sales Promotion Officer

Success in this position resulted in being named a company officer.

- ❑ Created and implemented sales campaign for new product that became number #2 revenue source within one month.
- ❑ Developed concept, wrote copy, and bought media for company launch into direct marketing. Media included the web, national radio, and 10+ million circulation magazines.
- ❑ Positioned CNL as a leading life brokerage company, helping company grow to an A+ rated, \$240 million asset, \$3.5 billion life insurance in force company.

1989-1992

LIMRA International Farmington, CT

Sales Promotion Manager

Recruited to rejoin the company in a new position.

- ❑ Managed telemarketing/customer service unit that increased proactive sales by 55%.
- ❑ Launched magazine advertising, accounting for more than \$150K in sales in two years.
- ❑ Promoted \$1+ million industry publications library.
- ❑ Led the implementation of new graphic design standards that significantly modernized and strengthened the company brand.

1985-1989

Connecticut National Life Insurance Company Simsbury, CT

Sales Promotion Manager

Due to reputation and previous work experience, recruited by the Senior Vice President of Marketing to fill this new position.

- ❑ Created first marketing communications plan and programs including producer newsletter, sales force presentations, annual reports, media placement, product launches, and unique mailings.
- ❑ Raised recognition of the company mascot, Bruce Moose, and the company motto, “have a little fun, make a little money.” Producer surveys consistently showed greater awareness and a more positive impression of CNL versus the competition.

1983-1985

***The Hartford Courant* Hartford, CT**

Copywriter

- ❑ Wrote brochures and radio copy to sell advertising space in supplements. Each year ad sales increased.
- ❑ Created “Star Wars” multi-media show to kick off one of the paper’s most successful sales campaigns.

1978-1983

LIMRA International Farmington, CT

Editor

- ❑ Researched and wrote best-selling agent, field management, and consumer texts including the number one seller in a library of 150 publications for this research trade association.
- ❑ Worked with internal consultants and non-US members to broaden the association’s international scope and appeal.
- ❑ Managed the design and production of and wrote the association’s leading monthly journal for Chief Marketing Officers.
- ❑ Created the association’s first full color catalog with outside vendor. Sales increased more than 15%.

Education

B.A., English, with emphasis on creative writing, University of Maine

Elementary school teaching certificate, Eastern Connecticut State University