

ROBERT S. WINKLER, Writer
Corporate & Marketing Communications

7 Woodland Way
Weston, CT 06883
(203) 227-7139
FAX: (203) 454-5790

WRITING SPECIALTIES

Marketing Communications Newsletters, Magazines, Brochures Direct Response & Advertising Copy	Corporate Communications/P.R. Executive Speeches Case Studies, Video Scripts
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FIELDS OF CONCENTRATION

Computers/High Technology Business-to-Business Telecommunications	Marketing/Sales Manufacturing Environmental Issues
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EDUCATION

B.A. 1974 in English, Clark University

EXPERIENCE

15 years as a professional writer. Freelancing since 1979, serving Fortune 500 companies, national publications, agencies.

RECENT ASSIGNMENTS

<u>Client</u>	<u>Project</u>
<u>Champion International</u>	Employee newspaper cover stories on forestry and the environment.
<u>Ciba-Geigy</u>	For plastics division, all writing for customer newsletter.
<u>GE</u>	Regular features on GE businesses: plastics, lighting, motors, etc.
<u>IBM</u>	Special four-issue newsletter promoting mid-range computers.
<u>NYNEX</u>	Feature stories for newsletter used as marketing vehicle.
<u>Pitney Bowes</u>	For CEO, speech on the role of business in education.
<u>SNET</u>	Ongoing series of press releases on phone co. improvements in Conn.
<u>Southwestern Bell</u>	Magazine article on Southwestern Bell's paging system subsidiary.
<u>Union Carbide</u>	In articles for company magazine, simplified technical subjects.
<u>Valley Cable Vision</u>	Complete direct response package for pay-per-view marketing effort.

BUSINESS EQUIPMENT/E-MAIL/WORD PROCESSING

IBM-Compatible 386 Computer Fax Machine with Dedicated Line High-Speed Modem	Hewlett-Packard LaserJet Printer CompuServe Information Service WordPerfect Word Processing
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PORTFOLIO

Available for review by prospective clients.

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Partial Client List

Aetna Life & Casualty
Burndy Corporation
Champion International
Chicago Tribune
Ciba-Geigy
Clipper Cruise Line
Detroit News
GE
Houghton Mifflin
IBM
JMKB Marketing Communications
Kansas City Star
Liberty Mutual Insurance
Market Data Retrieval (Dun & Bradstreet)
Marketing Corporation of America
Metromedia Paging Services
MCI
Miami Herald
The New York Times
NYNEX
Norelco
Philadelphia Inquirer
Pitney Bowes
Reader's Digest
Sierra Magazine
SNET
Southwestern Bell
Travel & Leisure Magazine
Union Carbide
U.S. Air Force
U.S. Army
U.S. Naval Reserve
USA Today
Valley Cable Vision
Xerox