

Jeff Cutler
24 Grove Avenue
Hingham MA 02043
732.328.8537

contact me
jeff@jeffcutler.com

portfolio at
www.ideas2words.com

Seeking

Content creation and social media management role for firms seeking to use technology and new media tools to reach communities more efficiently. New media marketing, copywriting and brand advisor positions are also of interest, as is a communication/writing role that bridges the gap between traditional and new media.

Now

JeffCutler.com, Boston, MA

Freelance content specialist and technology trainer for multiple organizations.

Organize and present seminars on marketing using new media tools. Create content in the form of Website copy, brand messaging and taglines, corporate profiles and blog articles for various concerns. Co-host corporate social-media events; coordinate Tweetups and podcast sessions; advise clients on effective content creation.

A look back

Brookstone, Merrimack, NH

May 2003 to September 2009

On-site freelance, four or five days/week. Report to Copy Chief/frequently in charge of entire projects.

Write it all. In charge of producing all the copy for the Brookstone 2004 Father's Day catalog – cover to cover. Also write email pushes for holidays and special events; Web site copy for seasonal promotions; in-store marketing; product copy for the Internet; packaging copy for hundreds of items and ID descriptions to attract buyers.

Boston Herald/Mariner Newspapers, Marshfield, MA

May 1988 to present

On-location freelance. Writing performed off-site.

Write columns, articles and features on a variety of subjects. Have written remembrance columns, sports articles and straight news articles. Have nearly 300 stories to my byline. Currently Heard in Hingham blogger.

TJX Companies, Framingham, MA

September 2005 to November 2007

On-site, full-time freelance. Oversee other freelancers, report to Copy Director.

Have authored over 1000 product descriptions for the TJMaxx/HomeGoods Website. Due to a budgetary decision in October 2005, the sites were brought down and I began work on transitional materials for the Interactive Team and the print side of TJMaxx and HomeGoods. Also performed a support role for all departments. Was brought back onsite in the fall of 2006 and worked for four months on various holiday campaigns. Am headed back to TJX in May of 2007 for a summer-long (and possibly longer) assignment for HomeGoods and other brands.

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Other Experience/Assignments

Talbot's, Ford Motor Company, WearGuard Corp, Signature Advertising, UNO Restaurant Group, Fidelity Investments, Arnold Direct, Crawley and Company Advertising, GULF Oil Limited Partnership, Tweeter, Reebok, BBi Marketing, NESN (New England Sports Network), CarpetOne, Graham Communications, Scudder Investments, Millennium Pharmaceuticals, COMDEX, Modern Foodservice/Modern Grocer, Mutual Marketing, EMC Corp, NPR - National Public Radio and more.

Presenter/Guest Speaker

60 Sites in 60 Minutes, Resources for Journalists - Society of Prof. Journalists Annual Conference, Indianapolis

LUNCH - aka NomX3.com, the Video Podcast of Dining - Co-host with Mike Langford, Weekly Online
(Venues include Moo, Boston; Burton's, Hingham; Eastern Standard, Boston; Henrietta's Table, Cambridge)

Content, Video and Other Social Media Insight - Permission TV with Matthew Mamet, Waltham, MA

Where to Go and What to Know, Web Overview - AIM Mutual Insurance Company, Burlington, MA

Site Stampede - Salty Legs Career Club, Cambridge, MA

Social Media for Business - Arlington, MA Chamber of Commerce

Social Media for Business - National Association of Women Business Owners, Boston Chapter

Word on the Tweet, Social Media Internet Radio Program - Guest Speaker

Video Content Creation - Podcamp New Hampshire 1, New Hampton, NH

Live Taping of NomX3.com - Podcamp New Hampshire 1, New Hampton, NH

The Future of Social Media Jobs - Podcamp Boston 4, Boston, MA

The Freelance Life - Podcamp Boston 2, Boston, MA

The Freelance Life - Northeastern University High School Outreach, Boston, MA

Author *Mountain Bike America: Boston, 2000* - Globe-Pequot Press