

*An experienced, knowledgeable and versatile
financial writer for freelance or contract assignments.*



BACKGROUND

A 15-year track record of success

Freelance and full-time marketing and communications experience with asset managers, mutual funds, investment advisors, insurers and broker/dealers.

Thorough understanding of the financial marketplace

Working knowledge of the investment markets, financial planning products, regulations and distribution channels.

Deadline oriented and quality focused

A creative approach motivated by a sense of urgency and a commitment to deliver high quality work on time and within budget.

Skilled in the technologies needed for success

Proficiency in Microsoft Office (Word, Powerpoint, Excel), Adobe Creative Suite (InDesign, Illustrator, Acrobat) and social media applications (WordPress, Twitter, LinkedIn)

SKILLS

Writing and copy editing

Graphic design

Print and PDF production

Strategy and planning

Communication program management

CAPABILITIES

Advisor and client communications

Presentations and seminar materials

Investment and market commentary

Thought leadership programs

Content for social media

EXPERIENCE

Nationwide Financial 2006 to present

Potomac Fund Management 2012 to present

Lincoln Investment Planning 2003-present

Meeder Financial 1998-2006

Diamond Hill Investment Management 2003-2006



SUCCESS STORIES



Health care costs in retirement

Client: Nationwide Financial

Copywriting for thought leadership campaign, including educational collateral, presentations and seminar materials, email and direct mail marketing.



Market Monitor

Client: Lincoln Investment Planning

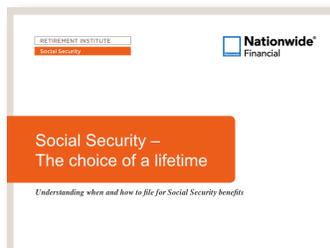
Quarterly financial market commentary for financial advisors to review and share with clients.



Portfolio strategy video scripts

Client: Potomac Fund Management

Script development for videos to explain and promote different investment advisory strategies to an audience of financial advisors and clients.



Social Security presentation

Client: Nationwide Financial

Content development and script writing to present the basics of Social Security planning to advisors.

PERSONAL

I bring a passion for knowledge, an acumen for business, and a talent for writing to the professional world of financial communications. I am enthusiastic about learning and use language to bridge gaps in understanding and to connect people with common interests and values.

A creative writer, a voracious reader, an avid music fan and an earnest guitar player—I reside in Dublin, Ohio with my wife and daughter, where I am also active in volunteering and supporting the local education and music communities.

Ready to reach the money makers? Let's talk. **614.638.3117** or **work@johnclinton.com**