



"The question is," said Alice, "whether you CAN make words mean so many different things."

"The question is," said Humpty Dumpty, "which is to be master – you or the words; that's all."

William A. Davidson

Wordmaster

wadco911@gmail.com/wadco@rentawriter.com

Who I am

A proficient, professional, dependable copywriter, editor, and problem solver skilled in every aspect of marketing communications. I am a fanatic about deadlines, and am very quick – a result of my experience as a successful copywriter for many large firms and for my own company.

Where I've been

Mathis Brothers, a national home furnishings retailer. For the past five years created concept and copy for all internal and external communications, including television, radio, and video; print ads; web copy; product descriptions; AdWord campaigns; meta descriptions; training manuals; SEO copy; blog articles; social media posts, tweets, inserts, etc. When their marketing operations were moved to India, I went back to operating Rentawriter full time.

Rentawriter (ongoing since 2002) a creative resource providing integrated strategic communications tools on an ad hoc basis for a wide variety of companies nationwide, including financial institutions, insurance companies, auto dealers, mutual funds brokerages, a national food distributor, international energy firm, and many non-profit organizations such as the Boy Scouts, United Way, Sunbeam Child Services, and the Oklahoma Regional Food Bank. (see client list)

Ackerman Advertising, Oklahoma City's largest, best respected advertising agency, with offices in Oklahoma City, Tulsa, and Dallas. Served as Director of Creative Services for seven years. Left to devote full time to Rentawriter clients.

Most frequent client comment

"That's exactly what I was hoping for!"

Modus Operandi

Touch the prospect's heart with the product.

Overriding goal

Make a positive contribution to the client's bottom line.

How to reach me

Bill Davidson, 1413 Northwest 183rd Terrace, Edmond, OK 73012
wadco911@gmail.com, wadco@rentawriter.com, 405-206-4767

Availability

I work from my home office, an organized workplace with 24/7 high speed internet, and am immediately available for any size project.

Links for work samples and social media

<http://www.rentawriter.com>
<https://www.linkedin.com/in/william-davidson-b7b666/>
https://www.facebook.com/?ref=tn_tnmn
https://twitter.com/rent_a_writer

References

References and a more detailed résumé available on request

Some Past/Present Clients

Academy Computing
 Air Tractor
 Amarex
 American Bearing
 American Cancer Society
 BancInsure
 Bank Records Services
 B.C. Clark Jewelers
 Bell Helicopter
 Bob Wootten for Lt. Governor
 Boy Scouts of America
 CMI Corporation
 Commercial Communications
 Crown Energy
 Curtis Harris for DA
 The Davenport Fund
 Demco, Incorporated
 DitchWitch Corporation
 DX Division of Sun Oil
 Farm Fresh Foods, Inc.
 Fife Corporation
 First National Bank of Tulsa
 Fleming Foods
 Fred Jones Ford
 Globe Life Insurance Company
 Goldie's Patio Grill
 Samuel Gordon Jewelers
 Great Lakes Water
 Hahn-Cook Funeral Home
 Hitch Ranch Foods
 High Technology, Inc.
 Computer Software
 Jordan Advertising
 Judge Charles Owens
 Junior Achievement of America
 KISS Software Solutions
 &S Bearing
 Landmark Financial Services
 Liberty Bank
 Little Giant Pump Company
 Macklanburg Duncan
 Mathis Brothers Furniture
 Merritt, Rooney, and Hayden, Attorneys
 Midland Mortgage
 Mister Rooter
 Nocona Boots
 Oklahoma Association of Electric Cooperatives
 Oklahoma Association of CPA's
 Oklahoma Cardiovascular Institute
 Oklahoma City Beautiful
 Oklahoma National Bank
 Pacific Mountain Business Machines
 Parks Menswear
 PEBSCO
 PetExpress Pet Services
 Rural Electric Cooperatives (REC)
 Roy Rogers Associates
 Saint Anthony Hospital
 Samuel Gordon Jewelers
 Seven-Eleven Stores
 Sonic Drive-ins
 Standard Life and Accident
 Sunbeam Family Services
 Tuborg Beer
 Union Pacific Corporation
 USPCI, Inc.
 Wilson Foods
 Zedlitz Realtors