

STEVE MORTENSEN

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OBJECTIVE

Contract writing work focused on communicating business subjects in easy-to-understand, persuasive, and engaging ways.

CAREER SUMMARY

- 20 years of sales, marketing, copywriting, and management experience in manufacturing, technology, and professional services
- Successful track record in the areas of business development, strategic planning, and project management
- Special expertise in discovering and achieving extraordinary competitive advantage, and business communications

PROFESSIONAL EXPERIENCE

STRATEGIC BUSINESS SOLUTIONS, Winchester, California

Copywriter and Consultant

2003 to present

Provided sales and marketing consulting, copywriting, and business development services to small businesses.

- Wrote hundreds of pages of copy for websites, catalogs, and sales brochures; press releases and articles for dozens of businesses, monthly columns for Ceramic Industry Magazine and the Temecula Valley Chamber of Commerce, and many other business writing assignments.
- Wrote agreements for partnership dissolution and exclusive product distribution, hundreds of technical proposals, sales and sales representation agreements, business and strategic plans, and documents used to raise capital in private equity markets.

KEITH COMPANY, Pico Rivera, California

Vice President

2001 to 2003

Sales Manager

1986 to 1997

Developed and supervised all sales and marketing activities for this manufacturer of process heating equipment.

- Wrote and implemented a marketing and sales plan that grew sales from \$775,000 to \$2,300,000 in 2 years.
- Wrote thousands of pages of technical specifications for custom thermal process heating systems, dozens of operating procedures, and many hundreds of pages of detailed technical information.
- Wrote and managed the creation of detailed training manuals, product catalogs, and an employee handbook.

THERMAL SOURCE, Amherst, New York

1999 to 2001

President

Created an industrial technical information resource serving companies involved in the process heating industries.

- Wrote the business plan that helped raise \$400,000 in capital and professional services for this new company.
- Developed the concept, wrote the project specifications, and managed the successful development of a \$150,000 custom software program.

HARPER INTERNATIONAL, Lancaster, New York

1997 to 1999

Product Manager

Pioneered new products and markets for this engineering and manufacturing business.

- Wrote the sales and marketing plan and led market development efforts that resulted in successful penetration of 2 new markets (nanomaterials and base metal electrode ceramic capacitors) that generated \$1.7 million in new businesses.

TRAINING & CREDENTIALS

The Executive Committee, 2001-2003

The Franklin-Covey Reality Model, 1999

Effective Negotiation, 1998

The Seven Habits of Highly Effective People, 1998

Lessons in Leadership, 1997

Xerox Northstar, 1985

Lived in Argentina from 1983-1984; speak, read, and write fluent Spanish

Mount San Antonio College, 1982-1983
