

# Jay Winer

## Marketing Communications Ace

105 Estherwood Avenue

Dobbs Ferry, NY 10522

Cell: 917.656.3497

[jay.winer@gmail.com](mailto:jay.winer@gmail.com)

[www.jaywiner.com](http://www.jaywiner.com)

Accomplished project manager and creator of marketing materials, publications, Websites, presentations, research studies, positioning statements, and stock offerings for *Fortune* 500 companies, small businesses, entrepreneurs, and private investors

- Extensive experience with a wide range of clients, from oil companies and risk-management consultants to magazine publishers and film producers.
- Involved with clients on a long-term basis as well as to meet unusual one-time demands — working alone, alongside in-house staff, or as a team leader.
- Typically step in to help with an extraordinary challenge and, when the goals have been met, move on to another assignment.

Offer a set of skills and services that is exceptionally comprehensive and efficient, including:

- Copywriting (editorial, technical, and promotional)
- Market analysis and strategic planning
- Considerable background in domestic and international market and media research
- Proficiency with Illustration and graphic-design software; ability to package information clearly and persuasively in all visual media (print, video, digital, Web)
- Expert general problem-solver
- Strong affinity for tight deadlines and a renowned ability to hit the ground running in any industry or business environment

### **Jay Winer Consulting** / President (1988 - Present)

Clients include (among others) Exxon Mobil, IBM, Marsh/Johnson & Higgins (in-house and external corporate communications consultant, 1994-2003), Gannett/USA Today, J. Walter Thompson, *BusinessWeek*, *The Economist*, *The New Yorker*, *Los Angeles Magazine*, Doyle Dane Bernbach, British Telecom, Minna Pictures (film production), the Jack Morton Company, Morphis Inc. (Website re-design, 2009), In-Site Communications, and the Progressive Book Club (stock offering and company launch, 2004-present).

### **The Economist** / Director, Research and Promotion (1985-87)

### **Newsweek International** / U.S. Marketing Director (1981-82), Marketing Analyst (1980-81)

### **The Reader's Digest** / Media Research Associate (1979-80)

### **J. Walter Thompson Co.** / Market Research Analyst (1977-79)

### **Other Interests**

Film production (as Unit Publicist for feature film); theatre (as Artistic Director of off-off-Broadway company); complimentary brochure and Web design for charitable organizations

### **Education**

Cornell University (College of Arts & Sciences, Class of 1975) — Ithaca, New York  
Chairman, Cornell International Affairs Association, 1975