

Larry Trink | Profile

Copywriter, Content Strategist & Thought Leader

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Portfolio: <http://larrytrink.carbonmade.com>

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I work with companies and brands to simplify their messaging. I believe content that is easy to understand can help clients make informed decisions about the critical choices they face.

I find that I work best with marketing professionals faced with the challenges of adding stature to their brand, building recognition and motivating prospects and clients to act, often at the same time.

Research can help influence the stories we tell; the writer, however, may have significant latitude in how that is done or a very narrow landing strip to navigate. Either way, my approach is disciplined and I have the range of experience to be insightful and innovative, offering new ideas to penetrate existing barriers that inhibit change.

My experience with financial institutions is an industry “who’s who” and includes Merrill, Fidelity Investments, Vanguard, AXA-Equitable, Citicorp, Advanta, Prudential, Lincoln Financial and others. I can interview, collaborate and earn the trust of executives and stakeholders at all levels to gain their buy in, paving the way for brands to achieve superior results.

Writing Expertise

Creative Briefs/Copy Strategies

Accomplished Interviewer

Consumer and BTB Articles

Email/Eloqua Communications

CRM Materials

Landing Pages and Path Factory

Social Media Posts

Banner and Print Ads

Direct Mail

Interactive Micro-Sites

Info Graphics

Video Scripting

Webinars/Seminars

Fliers/Fact Sheets/Spec Sheets

Pitch Books and PPTs

Crisis Messaging/Market Alerts

Financial Services Expertise

Fund/Service Launches

Mutual Funds

Index Funds

Brokerage Services

Wealth Management Advising

Retirement Planning

Retirement Plan Services

Long-term Care Insurance

Life Insurance

Multi-Gen Wealth

Advisor Recruitment

Social Security

Mortgages & Credit Cards

Loyalty/CRM Programs

Select Clients

Fidelity Investments
Vanguard
AXA-Equitable
Prudential
MasterCard BusinessCard
Unisys
Philips Lighting
Covestor
Wells Fargo Investors

Corporate Experience

Citicorp (Product Management)
Merrill Lynch (In-House Agency)
Bank of America (Brand Adv/Marketing)
Lincoln Financial (In-House Agency)

Agency Experience

Draft Worldwide
Scali, McCabe, & Sloves
Princeton Interactive Communications
Princeton Direct