

# Syd Coppersmith

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## SUMMARY:

Adjunct faculty at various colleges and universities for 25 years teaching evening courses in literature and composition. Simultaneously, was a full-time communications manager and writer with extensive experience creating content for traditional and new media channels at high-tech companies.

## EDUCATION:

Coursework for Ph.D. in Rhetoric completed, Carnegie Mellon University, 1988  
M.A. in Literature, University of Pittsburgh, 1984  
B.A. in Professional Writing, Carnegie Mellon University, 1980

## TEACHING EXPERIENCE:

### Adjunct Instructor

Dallas County Community College, 1989-2006  
University of Pittsburgh, 1980-1988  
Carnegie Mellon University, 1984-1988  
Penn State University, 1984-1985  
Community College of Allegheny County, 1982-1984

### Courses Taught:

Technical Writing, Professional Writing, Research Writing, Critical Writing, Developmental Writing, Medieval and Renaissance Literature, Modern British Literature, Early American Literature, Ancient Literature, World Literature, English as a Second Language, Writing Workshop (tutorial).

## PROFESSIONAL EXPERIENCE:

### Analog Marcom Manager

#### Texas Instruments, 2002-2012

Wrote corporate, marketing and technical documents for a semiconductor company. Analyzed campaign results and made changes to web pages, emails, and online campaigns to improve performance. Created and ran multiple new programs, including a top customer email initiative, paid search, and university marketing. Campaigns served a global audience.

- **SEM and SEO:** Ran TI analog paid search program for 5 years. Developed all word lists, wrote all search ads, wrote or reviewed landing pages for search-friendliness. Set up campaigns in Google AdWords dashboard and pulled analytics data from Hitbox. Increased the number of relevant click-throughs by studying keyword and ad performance

and making changes (optimizing). Decreased cost per conversion of pre-existing campaigns by 60% to 75% by re-writing unfocussed landing pages, re-writing search ads to correlate closely with landing page content, and adjusting keyword lists.

- **Email and eNewsletters:** Wrote the two top-ranked customer enewsletters at TI in terms of size of audience (45,000) and number of conversions. Have written dozens of individual marketing emails and created extended email campaigns. Compiled and analyzed results; made changes to increase effectiveness.
- **Social Media:** Wrote blog columns and Facebook postings to support new programs.
- **Website Development:** Wrote and HTML-coded several websites within TI's larger web structure, including two university websites and a third-party website. Also wrote dozens of individual campaign landing pages and compiled results.
- **Analytics:** Pulled data from multiple sources—Google Adwords (for search), Hitbox (for web landing pages), Silverpop software (for promotional emails)—to analyze campaign results and optimize for improved conversion rates.
- **New-Product Launches:** Created multi-tiered, worldwide new-product launches. Conceptualized and wrote all materials, including multiple print ads (different versions for different regions), online ads, brochures, email, search campaigns, and web landing pages.
- **University Marketing Program:** Began a program to market use of TI analog ICs in universities—the first program of its kind in the U.S. Developed and ran a nationwide engineering design contest for five years, growing participation each year. Started an annual faculty symposium, with professors presenting papers on issues in the teaching of analog.
- **Departmental Editor:** Edited all projects coming through the department for which concision and accuracy were essential.

## **E-Commerce and Marketing Communications Manager**

### **Dallas Semiconductor, 1988-2001**

Initiated all marcom and Internet programs for a computer chip manufacturer over a 13-year career. Promotions included Internet Communications Manager in 1999 and E-Commerce and Marcom Manager in 2001.

- **Internet and Email Communications:** Implemented company website. Developed site structure and wrote content pages. Set up email marketing program; started multiple community groups to promote new technology.
- **E-commerce:** Led small in-house team of programmers to develop three major e-commerce sites. Set up shopping cart structures and flow through the sites; wrote and edited content for carts; worked to resolve multiple back-end and business issues including

legacy integration, shipping, tax, customer service, credit card number security, and privacy concerns.

- **Public Relations:** Ran PR program for 13 years. Strategized media releases, developed media plans and wrote most new product releases. Arranged and participated in editor visits. Hired and directed activities of photographers, PR agencies and contractors.
- **Advertising:** Ran a worldwide print advertising program in 60 publications and 11 languages. Multiple ads won readership awards. Conceptualized and wrote ads, purchased media (including negotiating contracts), oversaw translation process.
- **Publications:** Wrote and edited a variety of company brochures and promotional pieces, including technical brochures, consumer brochures, trade show flyers, and direct mail. Directed design, production and printing of all pieces. Also produced the company's technical literature, including short-form catalogs and an annual data book (print and CD).
- **Investor Relations:** Conceptualized and wrote seven annual and multiple quarterly reports. For annual reports, supervised design, photography and production.

## **VOLUNTEER WORK:**

### **Volunteer Writer**

**Former Governor George W. Bush's Texas Science and Technology Council, 1998-1999**

At the request of the council chair, attended meetings and wrote the committee's report recommending educational incentives for high schools and colleges to attract more students to high-tech careers.

### **Board Member, Volunteer Coordinator, and Dog Foster**

**Coppell Humane Society & Animal Rescue Foundation, 2008-present**

Serve on the Board of Directors, manage an ever-changing staff of 65+ volunteers, plan fundraising events, and write a weekly column on adoptable pets for the Coppell section of the Dallas Morning News.

### **Mentor**

**Big Brothers Big Sisters, 2005-present**

Mentor troubled high-school students to help them stay in school and go to college.