

**Jude Stewart**

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WRITING CREDENTIALS

- Manage independent copywriting business for marketing / advertising materials since 2005. Clients include **TradeKing** (new online broker); **Vetro** and **Baracoda** (wireless software providers); **GAIN Capital / Forex.com** (currency trading platform); **Stein Rogan, Heartbeat Digital, Jack Morton Worldwide** and **Precision Prospects** (advertising agencies); **E\*TRADE, Reuters, Omgeo** (a division of Thomson Financial), and **TD Ameritrade**.
- Active contributor to **Slate, The Believer**, and **Nextbook**, cultural and literary media outlets; **I.D., PRINT, ReadyMade, STEP inside design**, and **HOW**, leading magazines on graphic and product design; **Architectural Record** and **Metropolis**, leading architectural reviews; and business magazines **MBA Jungle**, and **Green** (now Bankrate.com).
- Fiction reviewer, **Publishers Weekly**, 1995 - 1997

PROFESSIONAL EXPERIENCE

**European Journalist Fellow, Freie Universität Berlin** **2005 - 2006**

Pursued a year-long independent project with support of FU Berlin and Stiftung Presse-Haus NRZ: "Ostalgie and Design: A Popular Consumer Trend's Impact on German Design, Visual Culture and National Identity"

**Product Marketing Manager, Active Traders, E\*TRADE Financial** **2005**

Developed and tracked marketing campaigns with \$30M budget to acquire, retain and optimize profitability of active stock, options and futures traders.

- Managed broad options stimulation effort, including a new educational seminar series and options demo
- Strategized new ways of acquiring active traders, e.g. targeting blogs and Mac users
- Laid groundwork for E\*TRADE Asia Pacific launch in fall 2005

**Product Manager, MusicNet** **2004 - 2005**

Managed product design and development for leading online music provider. Backed by the four major record labels, MusicNet offers business-to-business software services to major portals including AOL Music, Virgin, MTV, and others.

- Developed first e-commerce platform for MusicNet's turnkey client software
- Designed interface for AOL Music-Burger King 'This Whopper Rocks' promotion

**AVP, Product Design and Management, Datek / Ameritrade** **2000 - 2003**

Oversaw full product life cycle, advertising, marketing, design and feature set for active trader software. Wrote marketing plans, customer emails, online advertising, site messaging and help copy, and customer surveys.

- Expanded Streamer Quotes to a full tool suite while maintaining industry lead
- Launched Streamer News, (\$1.2M in new annualized revenue) and Rapid Entry, a convenient set of trading windows (\$29M in new annualized revenue).

**PR / Marketing Manager, Quick & Reilly, Inc. / SURETRADE 1997-2000**  
Spearheaded PR, acquisition, retention marketing to support \$60M in brand advertising.

**Literary Agent, The Wylie Agency, Inc. 1996-1997**  
Negotiated online, magazine, book, and film option deals internationally. Generated \$215k in revenues for high-demand clients including Larry McMurtry, William Burroughs, and the estates of John Cheever and Donald Barthelme

#### PANELS AND PRESENTATIONS

"Infographics in Design and Music." Lecture at Yale University, New Haven, CT, scheduled for fall 2009 semester.

"Der Einfluss von DDR Design im Heutigen Berlin" / "The Influence of East German Design on Contemporary Berlin." Burg Giebichenstein School for Art and Design, Halle, Germany, scheduled for fall 2009 semester.

"Decoding Color." Lecture for Adult Education series, Brooklyn, NY, April 7, 2009.

"Zeitgenossische Trends im Bereich Illustration" / "Current Trends in Illustration". Fachhochschule Mainz, Germany, November 5, 2008

RISD panel discussion with Grace Bonney, founder of Design\*Sponge, October 13, 2007.

#### EDUCATION

Wake Forest University, Winston-Salem, NC, B.A. 1996  
Phi Beta Kappa, *summa cum laude*. GPA: 4.0 in English major, 3.99 overall  
NASD Series 7 licensed stockbroker, Series 66 licensed investment advisor

#### COMPUTER SKILLS

- Power Excel, PowerPoint, MS Project, MS Office user. Competent in Dreamweaver CS3; Illustrator CS3; Photoshop CS3
- Understand business applications of social media, Java, DHTML, Flash, XML data feeds, client-server interactions, networking configurations, SQL and relational databases

#### INTERNATIONAL

- Fluent German, competent French and Spanish, beginner Japanese
- Reporting on design and culture from Berlin, Germany, 2005 - 2006
- Studied art history in London, England 1993

#### SAMPLES AND CLIENT RECOMMENDATIONS

Available samples include emails, jump pages, banner ads, Flash demos, micro-sites, corporate blogs, Twitter feeds, webinars, site and help copy, user surveys and usability studies, as well as traditional media such as sales presentations, press releases, print collateral and advertising, customer support scripts and more.

For recommendations, please see my LinkedIn profile or contact me directly:

<http://www.linkedin.com/in/judestewart>