

M. Alan Silverman

B2B CONTENT AND MESSAGING

Professional Experience:

December, 1990 - Present: Owner, Silverman Freelance Copy & Creative (Asheville, NC)

Since 1990, I have worked as a contract resource for a variety of B2B and technology-based companies. Specific areas of expertise include marcom and technical writing with a focus on nurturing clients through each phase of the buy cycle. In addition, I help clients develop their product positioning and brand platforms, content strategies, and workforce training programs that support the brand from the inside out. The breadth of my services have continued to grow with the depth of my experience.

Branding, positioning & content strategies	Internal/external newsletters
Buyer personas & customer journey maps	Nurturing & instructional video scripts
Corporate capability and identity brochures	Product collateral & documentation
E-mail nurturing campaigns	User documentation & process manuals
Electronic & print advertising	Web-based content and blogging
Employee development programs	White papers, case studies & position papers

The partial client list below reflects my broad experience ranging from industrial process manufacturing and heavy construction equipment to telecommunication systems design, distribution logistics, and synthetic materials design.

ABG Corp.	Colbond, Inc.	Ryobi North America
Andrew Corp.	CommScope	Sprint Cellular
Astec, Inc.	FairPointe Communications	Tennessee Economic Development
Blaw-Knox	IR Corp	TVA
BMW North America	LIST USA	US Conec
BorgWarner ETS	Lithonia Lighting	Union-Butterfield
Cisco Systems	Michelin North America	Welch-Allyn

November, 1989 - December, 1990: Senior Writer, Video Age Productions (Atlanta, GA)

As the primary writer on all accounts, I worked with the client and producer to research all source material, concept and write all scripts, scout locations, and assist on all shoots and final editing as needed.

May, 1985 - November, 1989: Copywriter/Account Manager, M. Finkel & Associates, (Atlanta, GA)

Senior copywriter responsible for developing print, radio and television copy, press releases, and direct mail campaigns. Planned and managed print production and media scheduling for approximately \$3.5 million in annual billings.

Education:

University of Missouri-Columbia; 1981-1985.
Dean's list, graduated with Bachelor of Journalism Degree.

Contact:

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Let's Talk

Marketing is dialogue; an on-going conversation between an organization and its stakeholders. My job is to move the discussion forward, suggesting the words and asking the questions that keep the conversation productive. Marketing is dialogue; let ours begin now.