

# RUTH OSHLAG

writer, storyteller by passion  
copywriter, PR exec., journalist, editor by trade

## PORTFOLIO & CONTACT

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## SKILLS

- ❖ Thought leadership articles and blogs
- ❖ Business journalism
- ❖ Webcopy
- ❖ Social copy
- ❖ Script writing
- ❖ Press releases
- ❖ Media monitoring
  - Cision, Meltwater
- ❖ Website building
  - HTML, Wordpress, Weebly, Wix
- ❖ Photoshop, InCopy
- ❖ MS Office Suite

## COLLEGE EXPERIENCE

- ❖ Sr. Editor & Vice-Director of Content; Freely Magazine
- ❖ University Writing Tutor

## PERSONAL STATEMENT

I am a conversationalist and a questioner. A life-long learner. I take the complex and the complicated and make them accessible to the layperson and other target audiences.

## EXPERIENCE

### Writer/Editor (On Retainer), Project Marketing Assoc.; Remote 2022-Pres.

Project-based internal communications work for marketing consulting firm Project Marketing Associates (PMA). Industries include R&D, food manufacturing, and corporate communications.

### Copywriter, Freelance; Remote 2019-Pres.

Project-based and retainer B2B and B2C freelance writing for both agency and in-house teams. Experience includes both long-form and short-form work, with a particular passion for thought-leadership content. Previous industries include: PR, law, public health, consumer goods, and non-profits.

### PR Account Executive, Bader Rutter; Chicago, IL 2022-2023

B2C public relations writing, project management, and data collection and analysis for Milwaukee/Chicago-based ad agency. Work includes: thought leadership articles and scripts, interviews with product experts, e-newsletters, web copy, paid and organic social copy, e-blasts, print collateral, media relations and monitoring, and client communications and management.

### Communications Specialist, Garrision Hughes; Pittsburgh, PA 2020-2022

Public health B2C copywriting at Pittsburgh-based ad agency with a focus on clinical marketing. Responsibilities and work include: thought leadership articles, interviews with doctors and subject-matter experts, patient exposés, external-facing marketing materials, and web copy development.

### Content Marketing Intern, Sidecar; Philadelphia, PA Summer 2018

Content creation for B2B Google Ads digital marketing company. Work includes: E-book creation ("B2B Holiday Marketing Planing Guide"), research and initial communication for thought leadership interviews, compiling company newsletter (40% open rate), and Salesforce data analysis.

## EDUCATION

Temple University; Philadelphia, PA — 2019, Magna Cum Laude with Honors  
*English BA, Communication Studies BA, Art Minor*

Foundation for International Education; London, UK — Spring Semester 2018

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