

RUTH OSHLAG

writer, storyteller by passion
copywriter, journalist by trade

PORTFOLIO & CONTACT

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SKILLS

- ❖ Thought leadership articles & blogs
- ❖ Business journalism
- ❖ Website copy
- ❖ Social copy
- ❖ Script writing
- ❖ Press releases
- ❖ 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 flexible writer with a diverse portfolio spanning a wide range of subjects and formats. An avid, lifelong learner, I take the time to understand complicated and complex topics, then make them accessible to the layperson and other target audiences.

EXPERIENCE

Copywriter, Point B Communications | Chicago, IL 2024-Pres.

Advertising writing for Chicago-based ad agency with national client list. Work includes full spectrum of copywriting including short- and long-form ads, blogs, newsletters, social & web copy, and brand development. Industries include hospitality & tourism, consumer goods, non-profits, and senior living communities.

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. 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, Garrison 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.

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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