

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
- ❖ Social copy
- ❖ Script writing
- ❖ Press releases
- ❖ Webcopy
- ❖ Website building
 - HTML, Wordpress, Weebly, Wix
- ❖ Media monitoring
 - Cision, Meltwater
- ❖ Photoshop, InCopy
- ❖ MS Office Suite

COLLEGE EXPERIENCE

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

PERSONAL STATEMENT

I am a naturally curious person. I am a conversationalist and a questioner. I thrive on learning, on the challenge of taking complex topics, learning their gears, and applying that research to create content for the layperson or other target audience. Content creation offers me the unique opportunity to continually expand my knowledge and skillset by speaking directly with experts in their field.

EXPERIENCE

Copywriter, Freelance; Remote 2019-Present

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 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 Planning 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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