

Darrell Z. DiZoglio

"Your Internet Marketing Coach"

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NOTEWORTHY ACHIEVEMENTS

Wrote a sales letter that brought in over \$44M in mortgage sales in two years.

Recognized by LinkedIn.com for writing a Top 1% Most Viewed Profile on LinkedIn during 2012 vs. over 200M others.

Led Landmark Maps transition from selling print ads to marketing services, which increased sales from \$200,000 per year over the previous eight years to a mind-boggling \$2.1M in year one.

Instrumental in launch of 750 startups as Internet Marketing Consultant and Expert Copywriter since 1991.

Wrote 289 highly customized Internet Marketing Plans to help 91% of business owners realize revenue goals.

Wrote 357 consecutive business plans that earned bank approval and funding and/or grant funding.

President of Landmark Maps said, "You sold the Mesquite Rodeo? I have been trying to sell them for eight years!"

Hired to write over 700 website landing pages as Freelance Copywriter.

Earned Platinum Expert Author Status on EzineArticles.com for quality writing.

HowToFindWorkNow.org earned Alexa ranking of 89,469 in US 2012 to 2014.

Expert copywriting and marketing skills helped thousands secure employment since 2004, most with a healthy raise, advancement or career change.

Ranked #1 Résumé Writing Expert in Nation on LinkedIn.com from 2008 to 2/2013 versus over 5000 peers.

Author of the game-changing eBook *Insider Secrets: Proven Strategies to Get You Hired Quick* © 2011, 2013 & 2014.

HIGH-PERFORMANCE COPYWRITER ~ EXPERT SALES AND MARKETING WRITER

PROFESSIONAL EXPERIENCE

WordsThatSell247.com and BarracudaCopywriting.com, Dallas, Texas 1/91 to Present
High-Performance Copywriter • Sales & Marketing Writer • Internet Marketing Coach
High ROI websites, landing pages, direct sales letters, advertisements, business plans and Internet marketing. Recognized by clients nationwide for Real Results as Internet Marketing Writer/Coach & Consultant. View dozens of transparent client reviews here: <http://linkedin.com/in/darrelldizoglio>

RighteousResumes.com and HighPerformanceResumes.com, Dallas, Texas 5/04 to Present
Executive Résumé Writer • Certified Professional Résumé Writer • Author • Editor in Chief
Ranked in top 1% nationwide for most LinkedIn recommendations from clients (see bottom of profile).

HowToFindWorkNow.org, **Editor in Chief/Webmaster**, Dallas, Texas 01/12 to Present

Rockland Financial Mortgage Company LLC, Cranston, RI 10/02 to 4/04
Sales and Marketing Manager • Recruiter • Multi-Million Dollar Mortgage Originator
Promoted January 2003; sales of Conforming, FHA, VA, Commercial and Nonconforming Mortgages.

Ameriquist Mortgage Company, Lincoln, RI 8/01 to 6/02
Assistant Manager • Mortgage Consultant
Highest personal net revenue months \$72K and \$59K; routinely #1 in sales and client satisfaction.

Danish Inspirations, Dallas, Texas (Fine Scandinavian and Italian Furniture) 10/98 to 12/00
Sales Consultant • Recruiter • Rainmaker • Multimillion Dollar Producer 1999 and 2000
Shattered all previous sales records; recruited staff for owner; #1 in sales in 26 of 26 months.

Gordon's Jewelers (a Zale Corporation subsidiary), Dallas, Texas 11/95 to 6/97
Store Manager • Recruiter – Routinely #1 Store in sales and new credit accounts in region.
Recruited back, former Store Manager for Gordon's Jewelers, S. Burlington, VT 6/88 to 11/89.

Mortgage Originator, Affordable Mortgage, Dallas, Texas 1/94 to 6/96
Earned annual MVP Award twice; Multimillion Dollar Producer and #1 in sales 1995-1996.

Landmark Map Guide Inc., Dallas, Texas 2/91 to 12/93
Sales and Marketing Manager • Recruiter • Copywriter – The tourist and visitor guide to DFW.
Always #1 in advertising sales; promoted into management after one month in Sales and Copywriting.

Diamond Department Manager/Sales, Tilden-Thurber Jewelers, Providence, RI 11/89 to 2/91

AREAS OF EXPERTISE AND STRENGTH

- ▶ Internet Sales, Advertising and Marketing ▶ Convincing and Compelling Sales Writing
- ▶ Business Solutions ▶ Proven Copywriting Expert ▶ Leadership and Management ▶ SEM
- ▶ **My Internet Copywriting Sells Millions for Clients Annually** ▶ Strategic Planning
- ▶ Consumer Psychology ▶ Sales Psychology ▶ Target Marketing ▶ Finance & Banking
- ▶ Negotiating Contracts/Closing Sales ▶ Training Sales Teams ▶ Recruiting Staffs ▶ SEO
- ▶ Increasing Revenues with Creative Ideas ▶ Relationship Building ▶ Solutions ▶ Editing

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science in Management and Marketing equivalent from one year at Rhode Island College, Providence, RI; one year at Austin Community College, Austin, TX; one year at University of Houston, Texas; 2.5 years at Bryant University, Smithfield, RI and 20+ years as a Business Owner/Operator.
Certified Professional Résumé Writer, Professional Association of Résumé Writers Graduate, National College of Real Estate Appraisal and Property Management, Atlanta, Georgia