

Richard Bellikoff
Writer, Creative Content Developer, Consultant & Executive Coach

729 Canyon Crest Dr.
Sierra Madre, CA 91024-1311
626-355-2736
www.rbwriting.com
richard@rbwriting.com
bellikoff@verizon.net

BACKGROUND & EXPERIENCE:

In over two decades as a writer, creative content developer, consultant and executive coach, Richard has been called upon by companies and organizations worldwide to fulfill their needs for executive and strategic communications, brand messaging, marketing, sales, training, advocacy and public affairs. He helps them order to tell their story, engage their target audience, sharpen their competitive edge and boost their bottom line.

He brings to every project a wealth of subject matter expertise, with degrees in engineering and finance, plus real-world sales and marketing experience in the energy and petrochemical industries, doing business with some of the largest companies on Earth. He thrives in situations where others wilt—high pressure, tight deadlines and last-minute changes. Put him on your creative team for your next project and you'll get your deliverables when they're due, with no excuses.

In every medium—whether live events, print, audio-visual or digital—Richard has demonstrated his ability to engage, motivate, instruct and educate audiences, clearly communicating a client's messages and vision.

One of his great strengths is translating complex concepts into compelling words and images that get bottom-line results. After creating episodes about Einstein's Theory of Relativity for the award-winning Public TV series "The Mechanical Universe," everything else is easy.

Richard works on a contract, project, or full-time basis, according to each individual client's needs.

INDUSTRIES SERVED include:

- Automotive
- Financial Services
- Aerospace
- Non-Profits
- Computers & IT
- Sports & Leisure
- Pharmaceuticals
- Energy
- Defense
- Real Estate
- Engineering & Project Management
- Health Care
- Security
- Telecommunications
- Transportation
- Toys

CLIENTS include:

- AARP
- Bausch & Lomb
- Honda
- Mattel Toys
- Toyota
- U.S. Army Corps of Engineers
- Acura
- Beckman Coulter
- Hughes Aircraft
- Six Flags
- Transamerica
- ARCO
- Bristol-Myers Squibb
- Lexus
- Southern California Edison
- Union Bank of California
- The Magic Johnson Foundation

SKILLS & CAPABILITIES:

Richard's on-line portfolio, at rbwriting.com, includes many samples of work in the four main types of media:

- Speeches & live presentations
- Print media
- Audio-visual scripting
- Digital content.

SPEECHES & PRESENTATIONS:

As a speechwriter and coach for executives, managers, and businesspeople working their way up the leadership ladder, Richard has a long track record of finding the ideal blend of style and substance, custom-tailoring each speech or presentation to connect with its target audience, including:

- Keynote Addresses
- Sales Briefings
- Honors Acceptances & Roasts
- Advocacy Speeches
- Awards Ceremonies
- Executive Tributes
- Team Presentations
- Emcee Openings & Closings

PRINT MEDIA:

Text remains the best way to summarize and communicate complex information and ideas. Several decades into the digital age, Richard continues to produce print documents of various designs and objectives, including:

- White papers
- Op-eds
- Product Data Sheets
- Proposals
- Case studies
- Advertorials
- Newsletters
- Business plans
- Brochures
- Corporate histories
- Biographies & Testimonials
- User manuals
- Training Curriculum Development

AUDIO-VISUAL SCRIPTING:

Richard is highly skilled at effectively communicating a client's message and telling their story, combining music, sound effects and the spoken word in a seamless and harmonious balance. Over the years, he has scripted a large and diverse assortment of productions, including:

- Promotion
- Training
- Corporate image
- Trade shows
- Point-of-sale
- Internal communications
- Direct response
- TV & radio spots
- Movie promos

DIGITAL CONTENT:

On the Web, content is king, since most Web site visitors are seeking information. Richard has provided compelling content for many types of digital projects, including:

- Web content
- E-Marketing
- E-Learning
- Web-based training

PUBLICATIONS:

- *The 15 Biggest Myths About Public Speaking—and How to Overcome Them* (free downloadable e-book): Proven, practical tips to help any speaker reach his or her full potential on the podium
- *A Dozen Proven Ways to Profit from Case Studies: How to Leverage Real-Life Success Stories to Grow Your Customer Base* (free downloadable e-report): Innovative ideas designed to help marketing managers get the maximum impact from their customer case studies and increase the return on their case study investment.

DOCUMENTARY TV & FILM SCRIPTING CREDITS:

- *Dollar\$ & Sense: Personal Finance for the 21st Century* (Emmy award-winning PBS series)
- *The Mechanical Universe* (Award-winning PBS physics series)
- *The New Literacy: An Introduction to Computers* (PBS series)
- *Business & the Law* (PBS series)
- *Earth Revealed* (PBS geology series)
- *The Making of 7 Oaks Dam* and *A River Sometimes Runs Through It* (Museum screenings)
- *Crisis by Design* (feature-length documentary on the economic crisis of 2008-12)

HOME VIDEO SCRIPTING CREDITS:

- *Play Rock Guitar Overnight* (Winner, Billboard magazine's American Video Award for Best Instructional Video)
- *Walk Your Way to Fitness*
- *The Quattro Pro Learning System*

EDUCATION:

- B.S., Chemical Engineering
- M.B.A., Finance