

JOHN VALENTE

~ COPYWRITER ~

PROFILE

A dedicated writer that enhances brands and drives sales.

A creative thinker with a strategic approach.

A strong believer in detailed research with a dash of imagination.

CONTACT

Tel: (202) 361-3498

Email: 1johnvalente@gmail.com

Portfolio: www.adsbyjohn.com

www.linkedin/in/1johnvalente

Location: San Diego, CA

SKILLS

- ◆ Adobe Photoshop, Illustrator, InDesign, Premiere Pro
- ◆ Advertising
- ◆ Blogging
- ◆ Brand Development
- ◆ Brand Strategy
- ◆ Content Marketing
- ◆ Copywriting
- ◆ Digital Marketing
- ◆ Email Marketing
- ◆ Integrated Campaigns
- ◆ SEO Writing and Strategy
- ◆ Social Media Strategy
- ◆ Video Content Development

REFERENCES

Jeanine Norlin
Senior Marketing Manager
jcnorlin@gmail.com

Austin Duck
Senior Copywriter, HZDG
austind@hzdg.com

WORK EXPERIENCE

Freelance Copywriter April 2018 - Present

Misc Clients, WLT, NED, and The HOTH, *San Diego, CA*

- ◆ Misc—Developing brands from the ground up for entrepreneurs including website creation, social media collateral, and marketing strategy
- ◆ WLT—Creating tailored copy for the global network of Airbnb Plus properties
- ◆ NED—Spearheading the brand development, digital marketing strategy, and integrated campaigns (*Project on hold*)
- ◆ The HOTH—Writing blog posts for multiple clients across a variety of industries utilizing SEO keywords and link building strategies (*Ended April 2019*)

Copywriter (Contract) March 2019 - Present

Veterans First Mortgage, San Diego, CA

- ◆ Writing for an email marketing campaign promoting the refinancing services
- ◆ Crafting voice over scripts and landing page copy
- ◆ Drafting nuanced responses to customer complaints

Copywriter (Contract) January 2019 - August 2019

Modern Postcard, San Diego, CA

- ◆ Working with designers to create tailored direct mail campaigns for clients
- ◆ Writing copy for internal B2B promotions, press releases, and website updates
- ◆ Creating blog posts with accompanying email and social media outreach

Junior Copywriter June 2016 - April 2018

HZDG, Washington, D.C.

- ◆ Worked on high-profile brands including **Disney, Volkswagen, and NVHomes**
- ◆ Created integrated campaigns involving traditional and digital marketing strategies
- ◆ Wrote copy across website, social media, email, POP, and print
- ◆ Developed lead concepts for new business pitches and quarterly promotions

Creative Placements (Contract) October 2015 - February 2016

BMB, MRM-Meteorite, and McCann, London, UK

- ◆ Conceptualized ideas for prospective clients such as **New Balance, Make-A-Wish Foundation, and Vauxhall**
- ◆ Collaborated with numerous departments and creatives to produce strategically tailored client work

EDUCATION

- ◆ M.A. Creative Advertising, Falmouth University, *UK*
- ◆ B.S. Business Management, University of Warwick, *UK*