



# JUSTIN BARISICH

ASSOCIATE CREATIVE DIRECTOR, COPY

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🌐 littlewritingman.com

## About Me

- **13+ years writing professionally**, 6+ as a Senior Copywriter
- Won a bunch of industry **awards for my words**
- **Conscientious**, detail-oriented, organized, & **thorough**
- Son of a commercial fisherman with workhorse, blue collar **grit**
- Has the heart of a **poet** with the mind of an **educator**
- Mantra: **Good Stories, Well Told**

## Education

### Vanderbilt University

Aug. 2007 - Dec. 2011 | Cum Laude

- B.A. in English Literature
- B.S. in Secondary Education
- Minor in Cognitive Studies

## Skills

Adobe Creative Cloud	● ● ● ● ● ●
Ambiguity Management	● ● ● ● ● ●
Collaboration	● ● ● ● ● ●
Figma	● ● ● ● ● ●
Friendliness	● ● ● ● ● ●
Google Workspace	● ● ● ● ● ●
Project Management	● ● ● ● ● ●

## Industries Worked

Arts & Culture, Automotive, Communications, Energy, Facilities Management & Maintenance, Fashion, Finance & Fintech, Food & Beverage, Healthcare, Home Improvement, Manufacturing, Retail, Shipping & Logistics, Technology, Travel & Tourism

## Hobbies & Interests

- Poetry
- Improv
- Bad Puns
- Traveling
- Youth Mentoring
- Canine Husbandry

## Experience

### ASSOCIATE CREATIVE DIRECTOR, COPY

#### @ Envisionit | September 2023 - Present

- Delivering consistent & reliable creative vision & direction, brand ideation & strategy, & high-level thought leadership & workflow optimization while overseeing the agency's work across 5 different B2B accounts mainly centered on finance & technology industries.
- Prominent brands I've produced work for: Madrid Turismo, Marqeta, NMI, Re-Bath, & United Vein & Vascular Centers.
- \$2.68B fintech client's CMO specifically praised our small-but-mighty agency team's work on excellently & efficiently producing & promoting their biggest lead-generating report of the year.

### SENIOR COPYWRITER & CONTENT STRATEGIST

#### @ Material+ | May 2021 - August 2023

- Contributed creative concepting, strategic copywriting, & lead-by-example tenacity toward building out advertising campaigns & marketing collateral that actually solve clients' business problems.
- Prominent brands I've produced work for: ABM Industries, Chicago Symphony Orchestra, Church's Chicken, NIKE, NGP, Reliant Energy, UPS, & UPS Healthcare.
- Convinced an \$8B B2B facilities services client to buy a year-long campaign based on a guy in a hard hat hugging a concrete pillar.

### SENIOR COPYWRITER & CONTENT STRATEGIST

#### @ Superior Essex | Aug. 2019 - March 2021

- Created marketing collateral to support U.S. national sales efforts of global \$814M communications cabling manufacturer.
- Crafted every bit of strategic, technical copy for the B2B company's completely revamped website.
- Wrote a video script for the company's 90th anniversary that literally brought the C-suite to tears (the good kind, I swear!).

### FREELANCE COPYWRITER & CONTENT STRATEGIST

#### @ Little Writing Man | Oct. 2013 - Present

- Crafting creative, compelling campaigns and content across every industry and vertical imaginable to help clients solve business problems with solid, strategic storytelling.
- Prominent brands I've produced work for: ADT, AT&T, Banana Republic, Cadillac, Charter Spectrum, Chevrolet, Cox, HD Supply (Home Depot), Jos. A. Bank Clothiers, Quicken Loans, & Xfinity.