



JUSTIN BARISICH

CREATIVE. COPYWRITER. CONTENT STRATEGIST.

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🌐 littlewritingman.com

About Me

- **12+ 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	● ● ● ● ●

Hobbies & Interests

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

Experience

SENIOR COPYWRITER & CONTENT STRATEGIST

@ **Material+** | May 2021 - Present

- Contributing creative conceiving, 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, 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 \$650M communications cabling manufacturer.
- Crafted every bit of strategic, technical copy for the 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!).

SENIOR COPYWRITER & CONTENT STRATEGIST

@ **HD Supply** | July 2017 - April 2019

- Crafted corporate communications to support executive & company-wide initiatives for \$7.4B industrial & construction distributor owned by The Home Depot.
- Mastered the brand and leadership voice to compose hundreds of blog posts, CEO weekly letters & monthly videos to employees.

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, Jos. A. Bank Clothiers, Quicken Loans, & Xfinity.