


# JUSTIN BARISICH

Copywriter & Storyteller

## PROFILE

I've always had a way with words – writing them, analyzing them, editing them, speaking them, & even performing them all across the country. So, after a decade of experience, I decided to go into business with my words – & a practiced hand – to help others create **good stories, well told.**

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 www.littlewritingman.com

## EDUCATION

### VANDERBILT UNIVERSITY

AUG 2007 – DEC 2011 | Cum Laude

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

## SKILLS

### HARD

PC & Mac Interfaces	●●●●●
MS Office Suite	●●●●●
Google Apps Suite	●●●●●
Wordpress CMS	●●●●●
Adobe Creative Cloud	●●●●●
Ceros Interactive Studio	●●●●●
CRM/Email Automation	●●●●●
Project Management	●●●●●
Social Media	●●●●●

### SOFT

Creativity	●●●●●
Hard Work	●●●●●
Collaboration	●●●●●
Adaptability	●●●●●
Friendliness	●●●●●
Attention to Detail	●●●●●

## HOBBIES

- Poetry
- Improv
- Reading
- Youth Mentoring
- Running
- Cycling
- Traveling
- Cooking

## EXPERIENCE

### SENIOR COPYWRITER & CONTENT STRATEGIST

@ SUPERIOR ESSEX COMMUNICATIONS | AUG 2019 – PRESENT

*Creating Marketing Collateral to Support National Sales Efforts of \$650M Cabling Technology Manufacturer*

- Won internal, company-wide House of Transformation Award from CEO & president for complete overhaul of our company website
- Independently ideated, pitched, created & managed immensely successful #ThankCable social media GIFs campaign (+2000% Twitter engagements, +450% Facebook interactions, +320% LinkedIn shares)
- Drove consistent brand voice across all marketing collateral (web, print, experiential) while maintaining customer-focused narrative
- Project managed all content creation (copy, UX, assets) for complete rebuild of nCompass partnership website with internal & external stakeholders
- Wrote scripts & storyboards for 4 videos; oversaw agency production & served as on-set producer for live-action filming
- Submitted for & won 10 industry awards on behalf of company, 3 for my original case study content
- Published 30+ thought-leadership articles on communications technology innovation (5G, IoT, wireless connectivity, etc.)

### SENIOR COPYWRITER

@ HD SUPPLY | JULY 2017 – APR 2019

*Crafted Corporate Communications to Support Executive & Company-Wide Initiatives for \$7.4B Industrial & Construction Distributor*

- Wrote & edited copy for messages, speeches, & videos from C-suite
- Crafted hundreds of internal, B2B, & B2C communications
- Assembled, proofed & distributed weekly company-wide newsletters
- Audited & rewrote main website copy; maintained intranet content
- Managed content calendar & wrote over 150 posts for blog

### FOUNDER, COPYWRITER & CONTENT STRATEGIST

@ LITTLE WRITING MAN | OCT 2013 – PRESENT

*Freelancing to Compose a Varied Set of SEO-driven, B2B & B2C Content & Collateral for Multiple Brands & Marketing Agencies*

- Prominent brands worked with: ADT, AT&T, Banana Republic, Cadillac, Charter Spectrum, Chevrolet, Cox, Fleetcor, Quicken Loans, & Xfinity
- Creating web copy, blog articles, infographics, associate interviews & profiles, social media posts, press releases, travel guides, novel reviews, essays, speeches, scripts, product descriptions, slide decks, white papers, e-books, product guides, & organizational announcements for various outlets & clients

### COPYWRITER & CONTENT STRATEGIST

@ ALLCONNECT | FEB 2016 – JAN 2017

- Composed & copyedited various direct marketing assets to surpass both internal & partner marketing goals
- Audited & rewrote main website copy
- Managed content calendar & video production team for blog

### STAFF WRITER & PR SPECIALIST

@ NATIVE MAGAZINE | JAN 2013 – OCT 2013

- Nearly doubled social media growth on Facebook & Twitter
- Published 5 feature-length articles