



JUSTIN BARISICH

CREATIVE DIRECTOR | COPYWRITER | STORYTELLER

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🌐 littlewritingman.com

About Me

- **15+ years writing & working professionally** in marketing & advertising (2+ as an ACD, 6+ as a Senior Copywriter)
- **34+ B2B & B2C brands** on my client roster, working in-house or agency-side
- Won **10+ industry awards**
- **Conscientious**, detail-oriented, organized, strategic, & **thorough**
- Son of a commercial fisherman with workhorse, blue-collar **grit**
- Have the heart of a **poet** and the mind of an **educator**
- My CD mantra: **Influence, Impact, & Inspire**

Education

Vanderbilt University

Aug. 2007 - Dec. 2011 | Cum Laude

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

ELVTR Upskilling

May - July 2025 | Certificate

- Creative Direction & Leadership course
- Taught by Lisa Savage, former Group Creative Director at TBWA\Chiat\Day
- Top 10% performer – received personal recommendation letter from instructor

Skills

Adobe Creative Cloud



Ambiguity Management



Creative Concepting



Collaboration



Figma



Friendliness



Google Workspace



Project Management



Team Leadership



Experience

ASSOCIATE CREATIVE DIRECTOR, COPY

@ Envisionit | September 2023 - Present

- Overseeing & guiding the agency's creative work across 13 different B2B & B2C accounts centered on CPG, fintech, SaaS, travel/tourism, & other industries.
- Delivering consistent & reliable creative vision & direction, brand strategy & ideation, content strategy, & high-level thought leadership & workflow optimization.
- Leading varied teams of writers, designers, video editors, production artists, influencers, & a bevy of freelancers—as well as collaborating seamlessly with the Account, Media, PM, SEO, & Web Development teams.
- Prominent brands I've produced work for: FITT Hoses, Great Day Improvements, Hometown America Communities, Madrid Turismo, Marqeta, NCR Voyix, NMI, PSA, Re-Bath, United Vein & Vascular Centers, & Upside.
- FITT B2C campaign work delivered a **65:1 ROAS** & creative assets performed **10x better than benchmark**—putting them on the map as a go-to hose brand in the US.
- NMI “Be Solid” re-brand work earned the B2B fintech a **53% increase in MQLs**, 3x closed/won opportunities, & even netted a 2025 Indigo Design Award.

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 \$8 billion B2B facilities services company (ABM Industries) to buy a year-long campaign based on a guy in a hard hat hugging a concrete pillar. The result: **16.55M impressions; 61,500 landing page views, & 2,500 lead-gen form fills**.

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. Also crafted every bit of strategic, technical copy for the B2B company's completely revamped website.
- Our **#WhatsBehindYourWalls** omni-channel campaign garnered **+1,075% LinkedIn impressions YOY, +125% trade show attendee interactions YOY**, & became a 4x finalist for industry awards in 2020.
- Wrote and produced an anthem video for the company's 90th anniversary that literally brought the C-suite to tears (the good kind, I swear!).

FREELANCE CREATIVE DIRECTOR & COPYWRITER

@ Little Writing Man | Oct. 2013 - Present

- Crafting creative, compelling campaigns & content across every industry and vertical imaginable to help clients solve business problems with solid, strategic storytelling—all to create “Good Stories, Well Told.”
- Prominent brands I've produced work for: ADT, AT&T, Banana Republic, Cadillac, Charter Spectrum, Chevrolet, Corpay (formerly Fleetcor), Cox, HD Supply (subsidiary of The Home Depot), Jos. A. Bank Clothiers, Quicken Loans, & Xfinity.



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Awards & Accolades

Indigo Design Awards

- 2025 Bronze Winner in Branding for Banking & Finance category – NMI "Be Solid" campaign & website overhaul

The MarCom Awards

- 2023 Platinum Winner in Promotional/Marketing Materials category – ABM Industries "EV Answers" campaign
- 2023 Gold Winner in Integrated Marketing Campaign category – ABM Industries "ABM Vantage" campaign

PR Daily Awards

- 2023 Social Media & Digital Awards – Finalist in Marketing Campaign category – ABM Industries "EV Answers" campaign
- 2020 Content Marketing Awards – Finalist in Use of Social Media category – Superior Essex "#WhatsBehindYourWalls" campaign
- 2020 Content Marketing Awards – Finalist in Website category – Superior Essex website overhaul
- 2020 Content Marketing Awards – Finalist in Video category – Superior Essex "Our Legacy of Innovation (Faster Horses)" video

IAEE Art of the Show Awards

- 2020 Winner in Social Media Campaign category – Superior Essex "#WhatsBehindYourWalls" campaign & trade show booth experience

The Green Organisation's International Green Apple Award

- 2020 Bronze Winner in Environmental Best Practice Manufacturing category – Superior Essex "The Sinclair Hotel" case study

Featured Article in AdAge

- Feb. 2022 Edition – "Why the pandemic transformed a legacy cleaning company's marketing strategy" – Centered on our work for ABM Industries

Brands I've Produced Work For



HOMETOWN AMERICA
COMMUNITIES



UPS
Healthcare



reliant
an NRG company



Industries I've Worked In

- Arts & Culture
- Automotive
- Collectibles & Grading
- Communications & Telecom
- Construction
- Education
- Energy, Fuels, & Sustainability
- Facilities Management & Maintenance
- Fashion
- Finance & Fintech
- Food & Beverage
- Healthcare
- Home Improvement
- Intelligent Automation
- Lawn & Garden
- Manufacturing
- Private Equity & Investments
- Real Estate & Housing
- Retail
- Shipping, Logistics, & Distribution
- Sports & Outdoors
- Technology & SaaS
- Tools & Equipment
- Transportation
- Travel & Tourism

Hobbies & Interests

- Poetry & Creative Writing
- Improv & Bad Puns
- Being a Great Dad
- Traveling
- Youth Mentoring
- Canine Husbandry