

Todd Coleman

SENIOR COPYWRITER ~ BRAND STORYTELLER

www.toddcoleman.tv | todd@toddcoleman.tv

EXPERIENCE

Venthio, Brand Strategist / Copywriter, Tucson, AZ (remote) June 2023 - Present

- Created 37-page brand vision for multi-year, transformational father-son journey.
- Developed brand messaging, taglines and marketing copy for *The Epoch Times* newspaper.

Believe Entertainment, Marketing Promotions Manager (copy), LA, CA March 2023 - May 2023

- Designed/wrote biweekly email campaign, radio live reads (Jordan Peterson, etc), poster mailers.
- Oversaw WOM campaigns that kept small indie film in theaters for 9 weeks, earned \$5.4M B.O.

JTI, Inc (Japan Tobacco International), Sr. Copywriter, Remote January 2018 - March 2023

- Wrote 360° marketing (product copy/ads/web/video/emails/POS) for 6 cig/e-cig brands.
- Wrote B2B/D2C campaign that resulted in 50% increase in market share for LD cigarettes.

Amazon Workforce Staffing, Sr. Copywriter, Remote March 2022 - November 2022

- Oversaw lifecycle marketing emails/text/phone copy for 10 million N.A. warehouse applicants.
- Created best practices SOPs for all outbound communications, repositioned brand voice.

Craftsman Media, Sr. Copywriter / ACD, Los Angeles, CA September 2016 - March 2022

- Found Studios: Brand messaging/web content for aerospace clients using Storybrand model.
- Boomtown Rags: Writer/creative director for Sixties humor-themed ecommerce startup.
- Nestlé: Wrote pre-race/post-race CRM email campaign for extreme athletes in U.S. & Canada.
- Microsoft: Wrote B2B video selling Xbox One in-game advertising solutions to global brands.
- HomeExchange: Wrote banner ads, CRM emails, and company tagline: *It's Your World. Share It.*

Royal Caribbean Cruise Lines, Sr. Copywriter, Remote May 2019 - March 2020

- Wrote/edited 100s of shore excursions for Royal Caribbean and Celebrity Cruises websites.
- Wrote UX and A11Y copy for Royal Caribbean International mobile app.

Disney Parks & Resorts Digital, Sr. Copywriter, Glendale, CA August 2014 - August 2016

- Promoted to lead web writer for Walt Disney World Resort in first 9 months out of 12 writers.
- Created successful media landing page for WDW Grandparents (copy untouched for 5+ years).
- Worked with multiple divisions/stakeholders to develop compelling story arc/content strategy for all current and future species for new mini-brand, Disney Animals.

Law Offices of Jon Bryant Artz, Director of Marketing, Santa Monica, CA January 2011 - July 2014

- Oversaw website, social media, video, advertising, and all legal marketing for attorney Jon Artz.
- Positioned Artz as DUI authority, using client testimonials to boost ratings from 6.7 to 10.0.
- Created co-marketing deals and weekly vlogs to help Artz earn "LA SuperLawyer" status.

Coombs Marketing, LLC, Copywriter, Santa Monica, CA September 2009 - December 2010

- Xerox: Wrote extensive B2B/B2C web content, case studies, videos, flash tutorials.
- Digital Deviants: Wrote RFP proposal that won 6-figure contract for small LA web developer.

Sony Pictures Entertainment, Lead Copywriter, Los Angeles, CA April 2008 - August 2009

- Sole copywriter for multimillion-dollar B2C website start-up, Screenblast.com

EDUCATION

New York University, BFA, Film & Television Production, Tisch School of the Arts

- Wrote/directed short film that won 9 international awards + played on HBO/cable for 13 years.