

Todd Coleman

SENIOR COPYWRITER | BRAND STORYTELLER

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EXPERIENCE

Believe Entertainment, NEFARIOUS, Marketing Promotions Manager March 2023 – May 2023

- Oversaw WOM campaigns that kept small indie film in theaters 9 weeks and earned \$5.4M B.O.
- Wrote personalized radio scripts for 28 thought leaders (Jordan Peterson, etc.) in their own voice.
- Designed/strategized/wrote CRM campaign that grew email list to 35,000 subscribers.

Japan Tobacco International, Sr. Copywriter January 2018 - March 2023

- Wrote 360° marketing copy (ads/web/video/emails/CPG/POS) for six brands for 5.5 years.
- Wrote B2B/D2C campaign that resulted in 50% increase in market share for LD cigarettes.
- Led campaign to inspire and educate 48K global employees in successful rollout of ServiceNow.

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

- Wrote Lifecycle marketing copy (email/SMS/phone) for 10 million N.A. warehouse applicants.
- Repositioned brand voice from formal and corporate to fun, casual and candidate-focused.
- Created new “rules” and best practices SOPs for all outbound candidate communications.

Craftsman Media, Sr. Copywriter / ACD 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 May 2019 - March 2020

- Edited 100+ shore excursion pages for Royal Caribbean and Celebrity Cruises websites.
- Wrote UX and A11Y copy for Royal Caribbean International mobile app.

Disney Parks & Resorts Digital, Sr. Copywriter 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 internal stakeholders to develop compelling story arc/content strategy for all current and future species of new mini-brand, Disney Animals.

Law Offices of Jon Bryant Artz, Director of Marketing November 2010 – August 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.

Sony Pictures Entertainment, Lead Copywriter April 2004 - August 2006

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

The Hollywood Reporter, Freelance Journalist April 2002 - August 2004

- Researched, interviewed, wrote feature stories for *THR*, *Los Angeles Times*, *Written By*, *Millimeter*.

EDUCATION

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

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