

Todd Coleman

SENIOR COPYWRITER / BRAND STORYTELLER

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EXPERIENCE

Japan Tobacco International, Copywriter

January 2018 - Present

- 5+ years writing 360° marketing copy (ads/web/video/emails/CPG/POSM) for 6 brands.
- Wrote B2B/B2C campaign led to 50% market share increase for LD cigarettes in Q2 2022.
- Created messaging for white-label rollout of Service Now to 48,000 employees worldwide.

Amazon Workforce Staffing, Copywriter

March 2022 - November 2022

- Wrote Lifecycle marketing copy (email, SMS, phone) for 10 million warehouse applicants.
- Repositioned brand voice from formal, corporate tone and “us” focus to fun, casual “you” focus.
- Created best practices SOPs for outbound communications to increase conversions/open rates.

Craftsman Media, Copywriter

September 2016 - March 2022

- Found Studios: Brand messaging/web content for aerospace clients using Storybrand model.
- Nestlé: Wrote PowerBar CRM email campaign for U.S. & Canada, experiential marketing copy.
- Microsoft: Wrote B2B video selling Xbox One in-game advertising solutions to global brands.
- HomeExchange: Weekly emails, digital ads, and company tagline: It's Your World. Share It.
- Boomtown Rags: End-to-end creative development for ecommerce web content/product copy.

Royal Caribbean Cruise Lines, Copywriter

May 2019 - March 2020

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

Disney Parks & Resorts Digital, Copywriter

August 2014 - August 2016

- Promoted to lead writer for Walt Disney World Resort in first 9 months out of 20 copywriters.
- Created media landing page for WDW Grandparents that remained unchanged for 5 years.
- Worked with multiple stakeholders across four Disney divisions to develop compelling story arc and content strategy for all current and future species of 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 client earn "LA SuperLawyer" status.

Coombs Media, Copywriter

May 2007 - October 2010

- Xerox: Extensive B2B/B2C web content, case studies, flash tutorials, product copy.
- Robert Mondavi: Wrote RFP proposal that won 6-figure contract for small web developer.
- EFI/Fiery: Wrote 24-min. romantic-comedy “smash hit” showcasing 5 new software apps.

Sony Pictures Entertainment, Lead Copywriter

August 2004 - August 2006

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

EDUCATION

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

- Wrote/directed “Living Dolls,” won 9 intl. awards and played on HBO/cable for 13 years.

SKILLS

Asana, Slack, Figma, Microsoft Office, Google Suite, CRM, Facebook ads, WordPress, Wix, SEO, HTML