

Joseph Antenucci

Copywriter

Razorfish

Mid - Sr.

09/21 - 10/23

- Worked in tandem with Publicis on **Citi's** Global Wealth campaign, honing the digital TOV of each product page
- Wrote for **Citi** card services across media ranging from web, banner & mobile to UX modals, modules & wizards
- Pitched online video ideas to **Q-tips**, helping pair key visuals to scripts positioning them as the category leader
- Partnered with FKA & BBH to develop cohesive social content, supporting their live **Smucker's** & **Nutrish** work
- Provided copy for **CVS's** health services splash page, announcing new pharmacy partnerships and acquisitions

R/GA

Mid

06/21 - 08/21

- Conceived the Live Your #ZestLife campaign to launch **Jim Beam** Orange, owning all IG, Reels, Giphy & X copy
- Generated ideas for **Ally Bank's** social calendar, creating relevant money-themed posts for IG and IG Stories
- Promoted PGA's **Ally** Challenge charity by ghostwriting for select pros and influencers on their social channels

Subway HQ

02/21 - 04/21

- Crafted fresh display and packaging copy for **Subway** across in-store touchpoints like signs, cups, bags & bowls
- Increased engagement on **Subway** social posts by leveraging polls, questions, sliders & other swipe-up features

GTB

Jr.

11/19 - 01/21

- Helped write broadcast ads for **Ford**, including radio reads, vehicle spots & pandemic assistance commercials
- Named **Ford** Store sales events and crafted the retail campaign messaging across web, email, direct mail & social
- Promoted **Ford's** official team sponsorships by providing copy for TV scripts, OOH headlines & gameday mags

Periscope

Intern

06/19 - 09/19

- Helped create the Pulling Your Weight campaign ft. World's Strongest Man, winning **Hefty's** multi-agency pitch
- Developed conceptual holiday scripts for **MN Lotto** scratch games while executing against weekly social briefs
- Wrote pithy packaging copy for **Publix** beef jerky, matching the look and feel of their other private-label snacks
- Shaped the brand identity of **Cargill's** new cooked meats business, sharing naming and manifesto responsibilities
- Provided hero headlines for MN brewery **Hairless Dog** to elevate their profile as America's first NA craft beer
- Workshopped preliminary display copy for **Google Nest's** in-store hubs at retailers like Best Buy and Target

Saatchi & Saatchi

07/18 - 09/18

- Provided long-form financial copy and legalese for **HSBC's** Savings and Investments direct-mail brochure
- Crafted Meta/Facebook post copy to support **Walmart's** holiday positioning as America's Best Toy Shop
- Helped come up with the preliminary name for **Pampers' Very Important Parents** global subscription program
- Wrote and pitched initial TV scripts for **Voltaren's** new over-the-counter anti-inflammatory ointment
- Presented Super Bowl concepts and scripts to CCO and leadership for **Olay's** first big game appearance

Education

MIAMI AD SCHOOL NYC (Copywriting)'18
SCHOOL OF VISUAL ARTS NYC (Continuing Ed.)'15
ST. THOMAS AQUINAS COLLEGE NY (BSc)'13

Past Gigs

BRAND AMBASSADOR All Aces, NYC
ACCOUNT INTERN Kinetic, NYC
INTERN VEC Electronics, NJ