

Joe Bardetti

Award-Winning Content Creator and Copywriter

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jbardetti.com

Expertise

Advertising & Marketing Trends
B2C (*Packaged Foods, Beverages, Beer, Spirits*)
B2C (*Tech, Finance, Pharma*)
Brainstorming & Ideation
Campaign & Project Management
Client Relations & Client Vision
Content Management
Creative Direction
Cross-Functional Collaboration
Editing & UX Writing
Long-Term Brand Awareness
Staff Development & Training

Technical Portfolio

Proficient on Mac Systems,
Microsoft Office, Google AdWords,
LinkedIn, Facebook, and Twitter

Active Memberships

Screen Actors Guild: *TV, Radio, Print*

Strengths

Problem Solver
Meticulous Organizer
Strong Communicator
Keen Sense of Humor

Personal Interests

Stand Up Comedy
2,000 stand-up comedy shows
Chicago Finalist for the HBO Aspen
Comedy Festival
Appeared on MTV and A&E

Education

B.A. Double Major: Economics and
International Relations

Brown University / Providence, RI

Profile

Seasoned copywriter with extensive experience producing and presenting written marketing content. Functions independently with a high degree of initiative while maintaining a balance on multiple priorities. Strong communicator with the natural ability to generate strong relationships with key decision-makers. Recognized as a genuinely creative thinker whose success has been attributed to adhering to deadlines, an ingrained work ethic, and a proven ability to develop quality content that reinforces brand identity, drives revenue, and enhances audience engagement.

Career Overview & Highlights

WRITE NOW, LLC / NORTH ANDOVER, MA

Contract Creative Director and Copywriter / 2017-Present

- Hands-on strategist, creator, and client liaison on social, digital, print, radio, and TV creative work; creates and delivers to numerous ad agencies and marketing clients in Boston, Chicago, Detroit, and Milwaukee
- Produces brand communication while ideating and activating evergreen brand platforms
- Client portfolio includes Fidelity Communications and Advertising, Bardstown Bourbon Company, Rubrik Technology, Walker Automotive, Conagra Brands (Reddi-wip, Gardein), OPTIMA Batteries, Johnson Controls, and Clora Life Sciences

MULLENLOWE / BOSTON, MA

Vice President & Associate Creative Director / 2012-2017

- Responsible for the global creative boutique's integrated marketing campaigns for PepsiCo, Capital One, Ernst & Young, Bose, and Century21
- Managed a creative team of 18 copywriters, art directors, web developers, social media specialists, and SEO/SEM specialists
- Secured Capital One's "District of Comedy" program and PepsiCo's "All for You" loyalty program; both huge wins and new business for the agency
- Created and developed Capital One's Future Edge digital skills initiative, aimed at closing the skills gap in the digital economy
- Spearheaded the "Exceptional EY" site, aimed at recruiting top college candidates

OPHTHALMOLOGY RESEARCH ASSOCIATES (ORA) / ANDOVER, MA

Director of Corporate Marketing & Advertising / 2008-2011

- Recruited, hired, and developed 15 onsite account executives, copywriters, art directors, designers, UX/UI professionals, and web developers; managed the work of off-site contractors, including videographers, photographers, and PR professionals
- Developed physician and patient-targeted medical communications for Alcon, Bausch + Lomb, and Johnson & Johnson, as well as 20+ early-stage biotech clients
- Re-launched ORA's corporate brand identity across all contact points, including logo development, website, newsletter, paid search, social media, PR, and trade shows

THE WELL / CHICAGO, IL

Co-Founder and Managing Creative Director / 2001-2008

- Co-founder of a boutique Chicago agency devoted to helping traditional marketers improve their ROI through digital media
- Created and supervised the creation of dozens of 360-degree marketing and advertising campaign that included work across TV, radio, print, digital, and trade show channels
- Significant clients included Harvard Law School, OfficeMax, Paterno Wines, Forsythe Technology, and People to People Student Travel Programs

Early Career

Contracted Copywriter / Young & Rubicam, BBDO, J. Walter Thompson / 1995-2001

Served as a long-term freelance copywriter for three worldwide advertising agencies.

Leo Burnett / Copywriter & Account Executive / 1988-1995

Received industry recognition for copywriting work on Dewar's, including One Show, London International Advertising Awards, New York Advertising Festival, and a Chicago Addy Award.