

Joel Mazmanian

joelmazmanian.com | joelmazmanian@gmail.com | 201-725-5576

EXPERIENCE

Freelance Senior Copywriter | Truth Collective | May 2022 – May Present

Associate Creative Director | Truth Collective | May 2022 – May 2023

As an Associate Creative Director at Truth Collective, and now as a freelancer there, I lead and manage multiple creative teams on branding and rebranding projects for companies in the B2B and B2C space. I provide creative direction and oversight for advertising campaigns across various channels, including TV, digital, and print and lead copy efforts for larger clients.

Senior Copywriter | White 64 | March 2020 – May 2022

Copywriter | White 64 | March 2018 – March 2020

As a Senior Copywriter at White 64, I developed impactful ads for TV, digital, and print campaigns across diverse verticals such as personal finance, hospitality, and travel. I created long-form content, including non-fiction videos and print pieces, to engage and inform target audiences. Working closely with art directors, strategists, and account teams, I ensured consistent messaging and brand alignment, while keeping the brand's objectives and target audience in mind.

Copywriter | Alton Lane | May 2017 – March 2018

As a Copywriter at Alton Lane, I contributed to a successful company rebrand by writing compelling copy for digital, social media, and print materials. I crafted engaging content that drove customer engagement and increased brand recognition. Collaborating with the creative team, I ensured the messaging aligned with the brand's vision and goals.

Show Writer | Walt Disney Imagineering | May 2016 – May 2017

Junior Show Writer | Walt Disney Imagineering | May 2015 – May 2016

As a Show Writer at Walt Disney Imagineering, I conceptualized and wrote creative, immersive experiences for theme parks, resorts, and cruises. Collaborating with cross-functional teams of designers, engineers, and project managers, I brought creative ideas to life that helped drive increased revenue in the parks.

Copywriter Intern | Cramer Krasselt | May 2014 – August 2014

As a Copywriter Intern at Cramer Krasselt, I wrote engaging copy for social, digital, and OOH channels for spirit and hospitality brands, while also contributing to the agency's new business efforts.

NON-ADVERTISING EXPERIENCE

Account Executive | Rubenstein | 2010 – 2013

As an Account Executive at Rubenstein, I garnered media coverage, wrote press releases, media pitches, and marketing materials for clients, ensuring that their message was communicated effectively.

Reporter | MTVU | 2006 – 2010

As a Reporter at MTVU, I wrote, produced, and delivered newscasts for an audience of viewers on college campuses throughout the country. I reported on current events and trends.

EDUCATION

VCU Brandcenter | M.S. Business/Copywriting, 2015

Emerson College | B.A. Broadcast Journalism, 2006

AWARDS

2021 HSMAl Adrian | Television Consumer | Metro – Gold

2020 American Advertising Awards | Political Advertising | Franciscan Action Network – Silver

2019 HSMAl Adrian | Television Consumer | Luray Caverns – Gold

2019 HSMAl Adrian | Television Consumer | Luray Caverns – Silver