

## Andrew J. Zenyuch

42 Bartlett Circle, Palmyra, PA 17078  
610-914-1620 · andrew@andrewzenyuch.com

### SUMMARY OF QUALIFICATIONS

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Highly creative, conceptually experienced Copywriter with an unrivaled passion to ideate big ideas and find a brand's unique voice to win in the marketplace. Recognized for enhancing collaboration and continually developing a diverse knowledge base. Areas of expertise include:

- Writing copy and developing conceptual ideas that exceed client expectations
- Implementing current trends in social media, digital, shopper marketing, B2B and consumer promotions
- Creative Problem Solving and Ideation Facilitation

### EXPERIENCE

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**Sacunas**, Harrisburg, PA

**Copywriter**

April 2016 – October 2016

*Rebranded billion dollar B2B companies for a Chief Marketer 2016 B2B Top Shop*

- Reimagined B2B brands by finding their voice and translating it into taglines, brand narratives, mantras and company values
- Positioned clients as experts in their field by writing Thought Leadership articles on industry-relevant topics
- Identified unique market positioning and key competitive differentiators through first-hand market research
- Elevated clients' digital presence by writing company websites, banner ads, social media posts, emails and video
- Strengthened search visibility for client websites through SEO enhancement and development
- Strategized, led and wrote the agency's social media
- Crafted messaging that won Gold at the 2016 MarCom awards for our PTW client's tradeshow booth

**Ryan Partnership**, Division of Epsilon – a Fortune 500 Company

**Copywriter** – Wilton, CT – Remote from Dallas, TX

June 2012 – April 2016

*Wrote compelling copy and develop innovative promotional concepts for Fortune 500 companies*

- Ideated and wrote potential program concepts with tactical executions containing social media, in-home, digital, on and off premise, online and in-store elements
- Partnered with multiple marketing and advertising agencies to deliver a unified, engaging message
- Translated and optimized campaign messages for retail, consumer and digital outlets
- Collaborated with Art Directors to deliver visually-impactful, strategically-sound creative
- Grew the Nestle Waters account by 30%
- Increased eCommerce sales of SanPellegrino Sparkling Fruit Beverages by 29% through advanced content creation
- Raising Spirits, our 2014 Boston Marathon activation for Poland Spring, won Gold for Best Local/Regional Campaign at the 2015 Pro Awards

### **Freelance Copywriter**

September 2011 – June 2012

*Delivered exceptional copy and program concepts for Fortune 500 brands on behalf of multiple agencies*

- Agencies included: Ryan Partnership, Acosta Marketing, and Connect3Digital
- Concepted potential creative directions based on brand voice and objectives
- Worked with both agency and brand clients to determine strategic approaches for projects
- Mediums included: FSIs, web pages, program concepts, radio scripts, Facebook posts, web banners, blog posts, print ads, Facebook tabs, sell sheets, direct mail, sample cards and in-store point of sale pieces

### **Integrated Marketing Services, Norwalk, CT**

#### **Concept Writer, Copywriter, Brainstorm Facilitator**

August 2009 – August 2011

*Wrote concepts and copy for Promo Magazine's Top-Ranked Shopper Marketing Agency*

- Led agency conceptual process and focused on driving creativity throughout organization
- Wrote compelling copy for marketing programs containing social media, online, print and in-store executions
- Facilitated ideation sessions to develop retailer-specific shopper marketing concepts, which included a combination of in-store, digital, social media, in-home and out of home executions
- Developed and implemented agency perspective on digital trends as part of Digital Team

### **Innovation Focus, Lancaster, PA**

#### **Senior Associate, Associate**

November 2006 – August 2009

*Facilitated B2B and B2C companies through a custom new product development process leveraging primary qualitative market research*

- Co-facilitated new product development ideation sessions for Hershey's, Knouse Foods (Musselman's), AARP, Electrolux, and SC Johnson, among others
- Wrote *Innovative Issues*, a monthly e-newsletter designed to inspire clients with current trends and best practices in new product development and innovation
- Developed insights from custom market research to fuel ideation sessions
- Promoted for demonstrated expertise in project management, market research and new product development

### **The Mega Group, Robbinsville, NJ**

#### **Associate Project Manager, Account Coordinator**

February 2005 – November 2006

*Achieved client marketing objectives through program coordination and management*

- Promoted for exemplary project and client management
- Wrote press releases to drive awareness and publicity for clients and their events
- Managed promotional executions for clients including print, web design, fulfillment, and branding projects

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## **EDUCATION**

**Seton Hall University**, South Orange, NJ – Class of 2004

Bachelor of Science in Business Administration – Concentration in Sport Management

Magna Cum Laude Graduate

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## **COPY/CONCEPT SAMPLES & CLIENT LIST**

Samples are available via [www.andrewzenyuch.com](http://www.andrewzenyuch.com)