

Andrew J. Zenyuch

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SUMMARY OF QUALIFICATIONS

Passionate creative leader with extensive copywriting, concept and strategy experience for CPG brands. Dedicated to developing big ideas and defining a brand's unique perspective and voice to win with consumers. 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 trends in social media, digital, shopper marketing and consumer promotions
- Creative Problem Solving and Ideation Facilitation

EXPERIENCE

donovan, Lititz, PA

Associate Creative Director May 2018 – Current

Senior Copywriter November 2016 – May 2018

Lead all conceiving and copywriting aspects of marketing initiatives for food and beverage brands.

- Promoted for demonstrated writing ability, strategic creative expertise and elevating consumer promotion, social and content programs for Perdue, NatureSweet, Knouse Foods and more
- Supervise and mentor a team of three designers
- Manage all aspects of creative department in absence of creative director
- Lead all conceiving efforts, incorporating insights, strategy, thematics and tactics to create cohesive programs
- Create copy and messaging for all projects and branding initiatives, including FSIs, digital, in-store, messaging platforms, packaging, social, content, radio, TV and web projects

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
- Created, led and wrote the agency's social media strategy and posts
- Crafted messaging that won Gold at the 2016 MarCom awards for PTW tradeshow booth

Ryan Partnership, Division of Epsilon, Wilton, CT

Copywriter, June 2012 – March 2016 (Remote: Dallas, TX beginning March 2013)

Wrote compelling copy and developed innovative promotional concepts for national CPG brands

- 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
- Increased eCommerce sales of SanPellegrino Sparkling Fruit Beverages by 29% through advanced

content creation

- Won Gold for Best Local/Regional Campaign at the 2015 Pro Awards for Raising Spirits, our 2014 Boston Marathon activation for Poland Spring

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, Ewing, 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

EDUCATION

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

Bachelor of Science in Business Administration – Concentration in Sport Management

Magna Cum Laude Graduate

COPY/CONCEPT SAMPLES & CLIENT LIST

Samples are available via www.andrewzenyuch.com