

Andrew Zenyuch

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SUMMARY OF QUALIFICATIONS

Passionate creative leader with extensive copywriting and concepting experience. 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:

- Developing concepts and copy that exceed client expectations
- Experience writing for a wide-range of marketing initiatives and mediums
- Effectively managing teams to consistently deliver high-quality work

EXPERIENCE

Cheil Dallas, Plano, TX

Creative Director June 2022 – May 2024

Associate Creative Director June 2021 – June 2022

Led the NCME, CRM and HQ teams for Samsung smartphones, tablets, watches, earbuds and PCs

- Managed, supervised and mentored a collection of ACDs, art directors and copywriters across three different teams focused on email, product and international projects
- Wrote copy for online ads, email, video, messaging toolkits, radio, digital, social media and more
- Concepted campaign ideas for new product launches
- Interviewed, hired and onboarded new employees
- Promoted for demonstrated excellence in management, writing and creative execution

donovan, Lititz, PA

Associate Creative Director May 2018 – June 2021

Senior Copywriter November 2016 – May 2018

Led all concepting and copywriting aspects for food and beverage brands

- Wrote copy for all projects, including branding initiatives, FSIs, direct mail, digital, in-store, packaging, social, content, radio, TV and web projects
- Supervised and mentored a team of three designers
- Led all concepting efforts, incorporating insights, strategy, thematics and tactics to create cohesive programs
- Promoted for demonstrated writing ability, strategic creative expertise and elevating consumer promotion, social and content programs
- Clients: Perdue chicken, Yuengling, NatureSweet, GOYA, Furmano's Lucky Leaf and more

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
- Crafted messaging that won Gold at the 2016 MarCom awards for PTW tradeshow booth
- B2B Clients: TE Connectivity, PTW, Skills of Central PA, Community Services Group and more

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 direct mail, social media, in-home, radio, digital, on and off premise, online and in-store elements
- Translated and optimized campaign messages for retail, consumer and digital outlets
- 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
- Clients: Perrier, Sanpellegrino, Nestle Waters, Ozarka, Red Hook, Sweat Lead Tea and more

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
- 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
- Clients: Bacardi, D'USSÉ, Bombay Sapphire, Poland Spring, Dewar's, Hasbro and more

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 direct mail, social media, online, print and in-store executions
- Clients: Dove, AXE, Suave, Hellman's, Ben & Jerry's, Glade, Ziploc, Pledge, Windex and more

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

- Led brainstorming ideation sessions for new products and services fueled by custom insights
- Conducted and managed qualitative and quantitative market research programs
- Promoted for demonstrated expertise in project management, market research and new product development
- Clients: Hershey's, Targus, AARP, Ronzoni, Elkay, Electrolux and more

The Mega Group, Ewing, NJ

Associate Project Manager, Account Coordinator – February 2005 – November 2006

Achieved client marketing objectives through project coordination and management

- Wrote press releases to drive awareness and publicity for clients and their events
- Promoted for exemplary project and client management
- Clients: Verizon, AstraZeneca and more

EDUCATION

Seton Hall University, South Orange, NJ

Bachelor of Science in Business Administration – Concentration in Sport Management

Magna Cum Laude Graduate

WORK SAMPLES

Samples available via www.andrewzenyuch.com