

# Andrew Zenyuch

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## SUMMARY OF QUALIFICATIONS

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Passionate creative leader with extensive copywriting and concepting experience. Dedicated to developing big ideas and defining a brand's unique perspective. 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

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### **Ziosk, Senior Copywriter, Dallas, TX** – July 2024 – Current

*Lead company copywriting initiatives to elevate brand in the marketplace*

- Serve as internal expert on brand voice for both external and internal-facing executions
- Manage content creators and hone both consumer and customer-facing voice
- Mediums include: Program concepts, social, blog posts, websites, internal communications, video scripts, direct mail, email, digital and more

### **Freelance Copywriter / Creative Director** – May 2024 – July 2024

*Deliver exceptional copy and program concepts on behalf of multiple agencies and clients*

- Mediums included: Program concepts, video scripts, direct mail, email, print ads, radio, web, blog posts, digital, social and more
- Clients: Eyemart Express, GOYA, Furmano's, Perdue chicken

### **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
- Set creative direction for projects and provided actionable feedback to accomplish client goals
- Wrote copy for online ads, email, video, messaging toolkits, radio, digital, social media and more
- Concepted campaign ideas for new product launches and key promotional timeframes
- 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
- Created cohesive program concepts by incorporating insights, strategy, thematics and tactics
- Promoted for demonstrated writing ability, strategic creative expertise and elevating consumer promotion, social and content programs
- Clients: Perdue chicken, Yuengling, NatureSweet, GOYA, Everything Legendary 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, company values and thought leadership articles
- 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
- 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*

- Mediums included: FSIs, web pages, program concepts, radio scripts, Facebook posts, web banners, blog posts, print ads, Facebook tabs, sell sheets, direct mail and in-store POS
- 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, focusing 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*

- 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*

- Promoted for exemplary project and client management
- Clients: Verizon, AstraZeneca and more

## EDUCATION

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**Seton Hall University**, South Orange, NJ

Bachelor of Science in Business Administration – Concentration in Sport Management

Magna Cum Laude Graduate

## WORK SAMPLES

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