

ANDREW FUMENTO

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**Award-winning copywriter, copy editor, and broadcast director,
helping companies connect to customers through humor with heart.**

DecafCopy, Los Angeles, CA

3/2018–Present

Copywriter

- Consult on content and social media strategy.
- Write website copy, taglines, and ads to increase client exposure and profits.
- Provide SEO/SEM via relevant keywords, hyperlinks, and tags to drive more traffic to websites. Leverage social media to promote brand loyalty. Write blogs, creating highly-targeted web content that drives traffic.

Mascotdonia, Los Angeles, CA

1/2012–Present

Freelance Copywriter, Copy Editor & Broadcast Director

- Execute marketing strategies from briefs, creating memorable ad campaigns from concept to completion.
- Provide responsible, cost-effective brand, copywriting and broadcast directing.
- Clients include: Lenovo, Sony Pictures Television, Universal Television.

Warner Home Entertainment Group, Burbank, CA

1/1997–12/2011

Director, Editorial / DVD & New Media Content / Creative Advertising

7/2000–12/2011

- Designed templates and user interfaces, navigational functionality and structure.
- Increased DVD sales and revenue by enhancing consumer experience on over 10,000 Warner titles, through writing, editing and proofing DVD menus, descriptors, package copy, tag lines, BD-Live and web copy.
- Produced special features for Creative Advertising department.
- Managed and created collateral material, acted as liaison with talent and their reps, legal, vendors and writers.

Manager, Editorial / DVD

7/1997–7/2000

- Produced online content, cross-promoted content library, and increased sales and revenue.
- Produced, co-directed, and co-wrote Pokémon the Movie 30-day online contest/promotion.
- Wrote and edited DVD menu copy and added-value content.

Assistant to the Director, Special Features & Editorial / DVD

1/1997–7/1997

- Promoted three times in six months, from Assistant to Manager.

Richard Newman & Associates, Champaign, IL

pre-Y2K

Copywriter, Broadcast Director-Producer

- Scripted, casted, produced, and directed radio spots.
- Created ad campaigns from concept to completion, addressing client needs and winning six-figure accounts.
- Wrote copy for TV commercials, print ads, press releases, OOH, and brochures, increasing profits for clients.

EDUCATION

University of Illinois, Urbana, IL BA, Sociology

AWARDS

DISCUS copywriting award for L.A. Confidential. VSDA copywriting award for The Matrix
VSDA copy editing awards for Harry Potter and the Sorcerer's Stone, and The Wizard of Oz
Two Tongal copywriting wins and six finalist honors