

JOHN V. TREMBLAY

Senior Copywriter

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thinkthenink.com

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STRENGTHS

- ♦ Lead by example
- ♦ Pitching new business
- ♦ Headline machine
- ♦ Gear switcher
- ♦ 3C's: Clarity, Candor, Context
- ♦ Scriptwriting
- ♦ Growth mindset
- ♦ *What if* scenarios
- ♦ Uncomfortable in comfort zone
- ♦ Emotional intelligence
- ♦ Listen and learn
- ♦ *Cheers* TV trivia

LET'S THINK. THEN INK.

I like to tell stories that move the needle—and move people. Guiding a team that's curious, leading with heart *and* mind, and digging deeper for great work? That's me.

EXPERIENCE

Sr. Copywriter, Advisor360 (WealthTech SaaS: Nov. '19 – Apr. '21)

- ✓ Blogs/thought leadership, content creation, brand voice/tone, social, scripts, internal comms, intranet, editor/proofreader

Sr. Copywriter, United Way Mass Bay (Mar. '19 – Nov. '19)

- ✓ Interviewed board members: wrote to promote their mission.

Sr. Copywriter, Spitfire, Vertex Staffing (Sep. '18 – Mar. '19)

Sr. Copywriter, Monster | Weston, MA | Mar. '13 – Aug. '18

Part of 7-person, in-house agency team writing B2B/B2C content (Small Business to Enterprise), digital integrated campaigns, Ad Club Brandathon, trade show collateral, case studies/sales sheets, UX/site content, and webinar host.

- ✓ Consulted with clients, C-suite, product teams to create creative solutions and brand experiences (a.k.a. storytelling).
- ✓ Owned idea generation and copy execution for Monster's Cool Jobs campaigns for Red Sox, NY Jets, and Pivot TV.
- ✓ Collaborated with cross-functional teams (sales, HR, UX) to deliver on strategy.

INDUSTRIES

FinTech/WealthTech, Non-Profit (donor fundraising), Footwear/Apparel, HR/Staffing, Retail Manufacturing, Restaurant, Tourism/Travel, Government

SCOPE OF WORK/CONTENT

- B2B / B2C Email • UX Content
- ♦ Long Form Copy • POP Collateral
- ♦ Scripts • Catalogs • Social Posts
- ♦ Brand/Editorial Style Guides
- ♦ Fundraising • Sales Materials

PRODUCT LAUNCHES

Introduced major sneaker relaunch, night glow jacket, industrial footwear line, HR/recruiting software platform

PROF. DEVELOPMENT

Agile Development • UX Bootcamp
Social Media Marketing • Brand Strategy
Intro to SEO • Email Marketing

Copywriter

New Balance | Brighton, MA | Oct. 2012 – Feb. 2013

- ✓ Penned (yes, I use a pen first) content for 3 key product launches for B2B/B2C collateral, hang tags, promos, web content.

Jack Morton (Subway account) | Boston, MA | May – Jun; Oct. 2012

- ✓ Delivered national store ideas and copy. Wrote Facebook/Twitter social copy for Disney/Pixar's *Brave* promo.

Quality Systems & Compliance (QSC) | Beverly, MA | Jun. – Dec. 2012

- ✓ Developed site content for clinical diagnostic lab/healthcare consultancy.

Life is good | Boston, MA | Mar. 2011 – Apr. 2012

- ✓ Authored 250+ page B2B catalogs, site copy, named new products, fundraising, retail POP, B2C emails.

Dailygrommet.com | Lexington, MA | Mar. 2010 – Mar. 2011

- ✓ Designed product descriptions, subject lines, tweets.

Chinatown Neighborhood Ctr./Father Bill's (pro bono) | Boston, MA | Jun. – Dec. 2009

- ✓ Created/edited planned giving brochure and annual report messaging for non-profits' rebranding.

Rue La La / Smart Bargains | Boston, MA | Oct. – Nov. 2008

- ✓ Scripted online product stories for e-commerce sites.

AWARDS

Ad Club of Boston Hatch Award, 2 Merits:
Boston Market and St. Paul's

INSPIRATION

Walt Disney the man, Dickens, Bernbach, Nike's *Unlimited You*, Google's *Parisian Love*, Bauhaus, *The Profit*, *Broadcast News*, MFA Boston

EDUCATION

SYRACUSE UNIVERSITY (NEWHOUSE)
Syracuse, NY and London, UK
B.S., Advertising

Leading teams experience: ManTech ('99-'06), North Atlantic Treaty Organisation (NATO) Project Manager. U.S. team leader for 30+ overseas subcontractors; sourcing, pricing, and monitoring contracts; secured \$1M (15% growth) in RFP account wins.