

# Jonathan Vilardi

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## SUMMARY

Creatively driven, versatile copywriter and marketer with over five years experience crafting engaging brand messages. With a major role on an agile team, I've utilized key skills in copywriting, SEO content creation, email marketing, social media marketing, digital advertising, and multimedia production to successfully lead a major rebrand and drive strong results for customer engagement and sales.

## EXPERIENCE

### Creative Director | Best Life Herbals

August 2020 - Present, Boca Raton, FL

- Directed the end-to-end planning and execution of all marketing and advertising materials for a wide range of natural health products catered to a diverse audience.
- Served as primary copywriter, producing compelling long-form print advertisements, digital landing pages, web copy, email campaigns, and SEO blog content using best practices to successfully increase customer engagement and product sales.
- Oversaw a major rebrand by strategizing and implementing new approaches across all digital sales and marketing channels, resulting in a 30% increase in email click through rates, an 80% increase in organic search traffic, and a 40% increase in overall digital sales.
- Leveraged skills in video and audio production to produce high-quality content for social media and digital advertising, contributing to a 50% increase in social media engagement.
- Collaborated on new product development and marketing strategy, including serving as the main point of contact for a celebrity endorsement from a former NFL quarterback. Achieved top 10% best-seller status for new products within 3 months of launch.

### Content Writer | Freelance

May 2019 - August 2020

- Wrote and edited highly engaging blog articles, landing pages, marketing emails, social media posts, electronic press kit materials, and other forms of print and digital content across various styles and tones.
- Collaborated with diverse clients across multiple industries to refine and focus brand messages into successful marketing efforts.
- Managed concurrent projects and deadlines efficiently, maintaining strong professional relationships and client satisfaction with a 97% on-time delivery rate.

### Entertainment Writer / Editor | Freelance

August 2016 - May 2019

- Drove web traffic and built brand credibility by producing over 200 thoughtfully curated music reviews, artist interviews, and other arts stories for top-100 ranked online publications, including *Sodwee*, *HighClouds*, *EARMILK*, and *A Nation of Billions*.
- Excelled in the role of editor for multiple publications, collaborating directly with the editors in chief to optimize other contributors' content, guide overall editorial direction, and grow the number of average monthly page views from 10,000 to 15,000.

### Marketing Coordinator | Don Law Golf Academy

June 2017 - July 2018, Boca Raton, FL

- Orchestrated marketing initiatives and developed advertising materials, leading to a \$10,000 boost in donations for charity events, a 10% rise in attendance for golf education programs, and a 20% increase in pro shop merchandise sales at a nationally recognized instructional enterprise.

## EDUCATION

### Bachelor of Science in Communication Studies | University of Miami

Coral Gables, FL

- Summa Cum Laude

## SKILLS

Copywriting, Content Writing, Proofreading & Editing, Graphic Design, Web Design, WordPress, HTML & CSS, Video Editing, Audio Production, Photography, Microsoft Office, Adobe CC, SEO