

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. My goal is to tell great brand stories with an even better team.

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 8 diverse clients across multiple industries to refine and focus brand messages into successful marketing efforts.
- Managed multiple projects and deadlines efficiently, maintaining strong professional relationships and client satisfaction with a 97% on-time delivery rate.

Entertainment Journalist | Freelance

August 2016 - May 2019

- Planned, wrote, and edited music reviews, artist interviews, and local arts stories for top-100 ranked online publications, including *Sodwee*, *HighClouds*, *EARMILK*, and *A Nation of Billions*.
- Excelled at producing clean and expressive copy consistent with publications' individual tones and style guidelines, while driving an average of 10,000 page views per article.

Marketing Coordinator | Don Law Golf Academy

June 2017 - July 2018, Boca Raton, FL

- Orchestrated marketing initiatives and created advertising materials, resulting in the securement of over \$10,000 in donations for charity events, a 10% increase in attendance for golf education programs, and a 20% increase in pro shop merchandise sales for 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, Brand Messaging