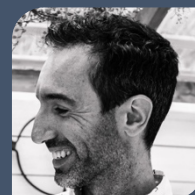


Drew Pizzini

Senior Copywriter | Copy Manager

Writing pro and copy team leader with extensive experience in B2B and B2C content creation, strategy and management across multiple channels. Strong expertise in retail, health and beauty and MRO industries, with a focus on consistent, high-caliber messaging through every step of the customer journey—from winning first impressions to lasting brand loyalty.



✉ appizzini@gmail.com

📞 770-617-8292

💻 drewpizzini.com

📍 Atlanta

PROFESSIONAL EXPERIENCE

HD Supply

Senior Copywriter | Copy Manager

2015 – Present

- Create winning marketing copy for the MRO industry's largest facilities maintenance supplier
- Manage a team of two copywriters/proofreaders to ensure consistent, on-brand copy on all projects
- Drive ongoing evolution of brand voice to ensure alignment with marketing and corporate strategies
- Develop multichannel B2B campaign content, including direct mail, email, social media and web copy
- Partner with events team on tradeshow collateral, including booth signage, literature and paid advertising copy
- Script writing for video voice-overs and automated sales communications
- Write, edit and proofread corporate communications for an audience of 11,000+ associates
- Ghostwrite internal and external-facing senior leadership communications
- Collaborated on communications strategies for company acquisitions, divestitures and spin-offs
- Content created during Q1 2020 contributed to a 17% increase in marketing-driven revenue YOY, during the height of a pandemic

Crawford & Company

Senior Copywriter

2015

- Created compelling marketing content for global claims management company
- Developed custom, branded brochures, sales sheets and more for prospective clients
- Wrote and edited newsletters and emails for insurance adjusters, IA firms and claims systems users
- Generated targeted marketing collateral for industry conferences and expos

Astral Brands

Senior Copywriter

2008 – 2015

- Authored all marketing content for Pür Minerals, CosMedix, Results Rx and Aloette Cosmetics
- Created exciting, original B2C messaging for print and digital channels, including email and web journeys, in-store signage, product packaging and more
- In-store and online Pür marketing helped boost 2013 monthly retail sales by as much as 21% YOY
- Creative work for 2013 BOGO event contributed to Pür's biggest sales total ever: \$1.3M in 7 days
- Marketing content for CosMedix contributed to a 40% increase in international growth in 2013
- Produced ads featured in *Skin, Inc.* and *Day Spa* magazines and in ULTA's weekly mailer
- Developed promotional materials used on The Shopping Channel, Home Shopping Network and PBS
- Microsite content for 2012 *TODAY Show* appearances facilitated record web sales and brought in 3,000+ new customers for Pür and CosMedix
- Material for editors' events contributed to placement in *Glamour*, *InStyle*, *Lucky* and more
- Times Square digital display ads for Pür and CosMedix introduced the brands to thousands
- PR work featured on Yahoo! Finance and Businessweek.com

Miller Zell, Inc.

Contract Copywriter

2007 – 2008

- Created fresh, engaging retail marketing copy for clients BI-LO Foods and Mohawk Flooring
- Crafted content for in-store signage, including POS cross-merchandising and multimedia voice-overs
- Items promoted in BI-LO test stores showed a 4% sales increase within the first month

COMMUNITY

The White Heart Foundation

Messaging for a Cause

2013 – Ongoing

- Provide pro bono copyediting and marketing insight for a charity serving military and emergency first responders
- Edited content and layout for literature on the foundation's mission and how to donate
- Provided solutions for enhancing website and social media messaging

SKILLS & SOFTWARE

Copywriting
Proofing & Editing
AP Style
Microsoft Office
Adobe Photoshop
WordPress
Campaign Strategy
Direct Marketing
Scriptwriting
Press Releases



EDUCATION

B.A. Journalism

Indiana University of Pennsylvania

Graduated Magna Cum Laude, 2006

AWARDS

SPIRIT Award

Collaboration & Teamwork

2019

TESTIMONIALS

"Continuously punctual, organized, dependable and having a 'can-do' attitude."

"On many occasions, with a tight deadline or an urgent project, Drew has always been an integral part of having projects delivered on time."

(Additional recommendations on [LinkedIn](#))