

JOHN M. GRILLO

Copywriter • Strategist • jgrillo@whatwouldjohnwrite.com • (978) 317-1887 • whatwouldjohnwrite.com • North Reading, MA

SKILLS

Brand Voice Development • Creative Direction • Campaign Concepting • Content Strategy • Digital Copywriting • Direct Response Email & Lifecycle Marketing • Cross-Functional Collaboration • Mentoring & Team Leadership • Presentation & Pitching
Tools: Adobe Creative Suite, Basecamp, ClickUp, Figma, Google Workspace, Jira, Microsoft 365, Monday.com, Slack

EXPERIENCE

Freelance Copywriter — Various Clients (Ongoing) **2012 – Present**

- Clients include: Tanen Directed Advertising, Affirm, P!NG, TJX, Samsonite, Stride Rite, 89 Degrees, and Vistaprint

The Paper Store — Senior Copywriter & Brand Strategist **June 2024 – May 2025**

- Helped lead the development and rollout of Uncharted—a new sister brand that launched in Chicago to introduce The Paper Store to new markets and customers
- Partnered with senior leadership to reposition The Paper Store from a gifts-and-greeting cards retailer to a more style-driven lifestyle destination
- Defined and implemented the brand voice across ecommerce, social, email, catalog, and direct mail
- Collaborated cross-functionally with Marketing, Merchandising, and Buying to ensure consistent, cohesive storytelling

Constant Contact — Senior Copywriter **April 2018 – November 2023**

- Led the brand's creative writing output across social media, websites, online video and display, events, radio, consumer lifecycle management, and more
- Contributed to the company's first major brand refresh in 10+ years, resulting in a 57-page brand guide, refreshed front-of-site copy, and stronger social presence
- Partnered with design and strategy teams to concept and produce integrated campaigns for acquisition and retention
- Presented ideas directly to executives and marketing leadership, ensuring creative alignment with business goals

SharkNinja — Senior Copywriter **January 2015 – July 2017**

- Produced campaign copy for Shark and Ninja brands across POP, packaging, digital, and social
- Supported the launch of Ninja's coffee brewer with Sofia Vergara through a multichannel campaign and sweepstakes
- Mentored a junior writer, providing creative feedback and professional development support

Vistaprint — Creative Manager **March 2013 – January 2015**

- Guided a shift in brand voice from promotional to authentic and customer-centric
- Managed two full-time writers and led a remote team of freelancers in Barcelona
- Delivered content for marketing, web, and CRM initiatives supporting small business owners

MullenLowe U.S. — Senior Copywriter **March 2005 – September 2012**

- Wrote multichannel campaigns (print, digital, radio, mobile) for major national brands
- Contributed to winning pitches for Ernst & Young, ESCORT Radar, and Qwest Communications

EDUCATION

Emerson College — Bachelor of Science in Speech (Marketing Communications & Advertising)

RECOGNITION

Hatch Awards: Silver (Work for Good), Silver (Digital), Bronze (Website), Merit (Radio Campaign)
New England Direct Marketing Association (NEDMA) Awards: Gold (Email Campaign), Silver (Integrated Media)