

JOHN M. GRILLO

Copywriter | Strategist | Friend

jgrillo@whatwouldjohnwrite.com

ABOUT

No, my first name ain't baby. It's John...Mr. Grillo, if your copy is nasty. With a career spanning over 22 years, I've devoted nearly half of my life to mastering the nuances of my craft. I'm creative, passionate, loyal, and honest. I think fast and write simply. And doggone it, people like me.

PHONE

(978) 317-1887

SKILLS

Google Workspace
Microsoft 365
ClickUp
Jira
Basecamp
Slack
Figma
Adobe Photoshop
Adobe Express
Adobe Acrobat

RECOGNITION

Hatch Awards
Silver (Work for Good)

Hatch Awards
Silver (Digital)

Hatch Awards
Bronze (Website)

Hatch Awards
Merit (Radio Campaign)

NEDMA
Gold (Email Campaign)

NEDMA
Silver (Integrated Media)

EXPERIENCE

Senior Copywriter (Constant Contact)

Apr 2018-Nov 2023

- Led most of the brand's creative writing output, which included content for social media, website, online video and display, events, radio, consumer lifecycle management, and more
- Collaborated with marketing, product, acquisition, content, brand, and executive teams to transform marketing objectives into impactful creative concepts
- Partnered with designers and art directors to concept and develop integrated marketing campaigns for Constant Contact and its sub brands
- Contributed to the company's first brand makeover in more than 10 years, which included a 57-page brand guide, an interactive landing page, revamped social presence, and a completely rewritten front of site

Copywriter (Freelance)

July 2017-Apr 2018

Clients: TJX, Samsonite

Senior Copywriter (SharkNinja)

Jan 2015-July 2017

- Developed and managed copy for the brand across a variety of platforms, including POP, packaging, digital, mobile, and social media
- Supported the launch of Ninja's new coffee brewer via packaging, radio, social media, and a multichannel sweepstakes campaign with actress Sofia Vergara
- Mentored a junior creative, providing guidance and feedback to ensure high-quality content

Creative Manager (Vistaprint)

Mar 2013-Jan 2015

- Influenced a steady shift in the brand's voice, from aggressive and promotional to authentic and engaging
- Managed two copywriters directly, while piloting a remote team of writers in Barcelona, Spain

Copywriter (Freelance)

Sept 2012-Feb 2013

Clients: Vistaprint, Stride Rite, 89 Degrees

Senior Copywriter (MullenLowe U.S.)

Mar 2005-Sept 2012

- Wrote for direct response and other advertising outlets, including print, digital, radio, mobile, and collateral
- Participated in winning new business pitches for Ernst & Young, ESCORT Radar, and Qwest

EDUCATION

Emerson College

Sept 1995-June 1999

Bachelor of Science in Speech,
Marketing Communications and Advertising