

Brian Aalto

Boston, MA 02132 | brian.aalto@gmail.com | 857-498-0245

Several years of copywriting experience (and many other types of writing experience) creating targeted marketing messaging/communications/content that resonates with target audiences. Always curious, always willing to learn. Seeking a senior copywriter role.

Skills

- Excellent copywriting and editing skills
- Creative conceiving
- Highly collaborative as part of creative and cross functional teams
- Messaging development/adaption for various audiences
- Strong grammatical and proofing skills
- Promotional, engagement, recruitment, and marketing materials communications
- Benefits marketing
- B2B and B2C communications, content, campaigns, and promotions
- Digital and print execution
- Project management with multiple projects simultaneously
- Public relations
- Review and approval process management
- History of developing relationships with key colleagues, clients, and executive management
- Metrics and analysis
- Vendor and agency management
- Strategy and tactical development
- Monitoring and maintenance of brand guidelines
- Member communications

Work Experience

Assistant Director, Communications

Brigham and Women's Hospital, Development Office
2013 to 2024

- Wrote, project-managed, and executed communications efforts that deepened the engagement with donors and recruited new donors; focused on cultivation/recruitment and retention
- Created clear and compelling messaging for target audiences to facilitate new donations and stewarded existing relationships while maintaining competitive positioning
- Created/wrote consistent, easy-to-understand messaging that supported communications goals and overarching marketing goals/company mission
- Wrote campaign content whose deliverables included print and email appeals, web content, microsites, direct mail, social media, publicity releases, advertisements, newsletters, brochures, sell sheets, speaking points, programs, invitations, signage

Communications Consultant

BPA Communications Group

2010 to 2013

- Helped large and small businesses fulfill their digital and print marketing and communications needs through evaluation and analysis, then devised effective strategies, plans and tactics; specific focus on copywriting/messaging
- Client list included NaviNet, Aon Hewitt, Bliss Healthcare, UPPAbaby, Cape Cod Shoe Supply Co., Bench Advantage

Manager/Director, Marketing Deployment

WellPoint (Anthem)

2007 to 2009

- Communications lead for company-wide prescription drug initiative that saved the company \$80 million annually
- Worked in conjunction with senior level management to develop the positioning statement and key messaging which served as the basis for all communications related to projects; lead own specific projects
- Managed the team that created, executed, and project managed B2B and B2C communications plans for the rollout/deployment of new health insurance products/benefits/services/initiatives, focused on recruitment and retention

Multimedia Communications Manager

UniCare Health and Life Insurance

2002 to 2007

- Wrote/created content and messaging to support the sale of health insurance benefits/products/services (B2B and B2C); focused on recruitment and retention
- Conceptualized, strategized, and wrote plan membership and external and internal sales materials for health and Rx plans and services
- Authored the creative brief, which became a best practice for use when determining USP for marketing efforts/materials

Copywriter/Managing Editor

Golf Society of the U.S.

- Copywriter, direct marketing organization, for members-only organization targeting amateur golfers; managing editor for members only bi-monthly magazine

Copywriter

Filene's Basement

- B2C copywriter for oldest off-price retailer in the country with stores in the Northeast and Midwest with a focus on high-end clothing and goods

Copywriter

Grossman's

- Copywriter for national retailer of lumber and construction supply stores

Education

MA, Integrated Marketing Communications

Emerson College

BA, English and Classics

Tufts University

Graduate Certificate, Digital Marketing

University of Vermont

Graduate Certificate, Publishing

Emerson College

Professional Certificate (multiple), Copywriting

Advertising Club, Boston