

Clayton M. Tarantino

Creative Portfolio: <https://www.claytontarantinocopy.com>

Phone: (513)-633-2557

Email: ClaytonTarantinoCopy@gmail.com

Education

Miami University (Ohio)

Aug 2016–Dec 2019

BA Professional Writing, BA Psychology

Professional Writing Experience

Highwater Agency | *January 2025–October 2025* | Advertising agency, Philadelphia (Remote)

Creative Copywriter

- COPYWRITING: Researched, ideated, drafted, self-edited, generated via Artificial Intelligence, and proofread advertising copy for B2C and B2B brands
 - **KEY ACHIEVEMENT:** Authored a high-impact social media post for Rita’s Italian Ice, achieving 85% increase in impressions over the account’s historical average via voice optimization
- CAMPAIGN IDEATION: Worked alongside accounts, design, and creative lead teams to research, ideate, and organize creative briefs for client campaigns
- EDITING: Edited early coworker drafts; proofread as “last line of defense” on public-facing documents

Freelance | *September 2023–Present* | Multiple clients (Remote)

Freelance Copywriter/Features Writer

- Cincinnati Marketing Solutions: Craft messaging pillars for non-profit campaigns; create newsletters
- Popular Living: Researched and published entertainment features
 - **KEY ACHIEVEMENT:** Articles consistently outperformed site benchmarks for engagement; achieving lower bounce rates and higher affiliate conversion rates compared to averages

Weber Associates | *September 2023–December 2024* | B2B advertising agency, Columbus (Remote)

B2B Copywriter

- PROJECT MANAGEMENT: Invented, researched, outlined, wrote, pitched, and edited advertisements and content pieces for multi-industry T-Mobile for Business clients
 - Industries: Higher education, Health/wellness, Government, Manufacturing, Energy
 - **KEY ACHIEVEMENT:** Pitched and executed content for T-Mobile for Business with a 95% first-draft approval rate from internal stakeholders and clients

Leads-IQ | *July 2021–September 2023* | Lead generation start-up, Chicago

Content Coordinator

- ORGANIZATION: Managed revolving team of freelancers to write, copyedit, design, and publish digital content ads, reviews, and blog posts across diverse categories (e.g. Meal delivery kits, Pet insurance)
 - **KEY ACHIEVEMENT:** Published 300+ digital content pieces, maintaining a 100% on-time delivery rate across 12 product categories

Clearlink | *June 2020–July 2021* | Digital marketing agency, Salt Lake City (Remote)

Copywriter - B2B, Multi-Vertical

- COPYWRITING: Wrote creative and technical copy for a variety of digital marketing materials
 - Content: Video ads, display ads, email campaigns, SEO/PPC-optimized domains, and more
 - **KEY ACHIEVEMENT:** Promoted twice, from Intern to Jr. to Mid-level, in less than 6 months
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Skills, Tools, and Creative

Skills via Technical Tools

- AI content generation (ChatGPT, Gemini, Claude), SEO/PPC copywriting (SEMRush), Project management (Jira, Asana), Content planning (Asana, Google Sheets), Presenting and pitching (Google slides), Data analysis (Google sheets, Excel, SPSS), Copyediting (Word, Google Docs)

Creative Publications & Leadership

- Founder, Working Writers Workshop (June 2024–Present) - Facilitate a community-led creative workshop: manage session scheduling, critique moderation, and perform member outreach
- Published Literary Fiction Writer - “Light Companion,” *Crayfish Magazine, Issue 2* (October 2025); “A Gap beyond the Bandshell,” *Crayfish Magazine, Issue 3* (Forthcoming July 2026)