

Clayton M. Tarantino - Copywriter, Editor

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

Professional Writing Experience

Highwater Agency - Marketing/Advertising agency in Philadelphia, PA (Remote)

Creative Copywriter

January 2025–October 2025

- **COPYWRITING:** Research, ideate, draft, self-edit, generate via Artificial Intelligence, and proofread advertising copy for B2C and B2B brands, including nationwide fast-food client (Rita's Italian Ice)
 - **Content:** 30-second TV and radio spots, outdoor, email, digital, web
- **Creative Campaign Ideation:** Research, ideate, and organize creative briefs for ad campaigns
- **EDITING:** Edit early coworker drafts; proofread as "last line of defense" on public-facing documents
 - **Editing Tasks:** Voice/tone brand alignment edits; content edits; line-editing; copyediting; AI punch-ups for human touch (humor, warmth, etc.)

Weber Associates - B2B advertising agency in Columbus (Remote)

B2B Copywriter

September 2023–December 2024

- **COPYWRITING:** Invent, research, and write ad copy for T-Mobile for Business client
 - **Content:** Use case guides, whitepapers, single-page flyers, and training slide decks
- **EDITING:** Edit client and coworker pieces for public-facing use
 - **Editing Tasks:** Substantive content edits, style edits to match brand style guides, and line-by-line copyediting
- **ACCOUNT MANAGEMENT:** Meet with clients to pitch creative; oversee handoff to copy and design

Popular Living - Online lifestyle magazine in Salt Lake City (Remote)

Freelance Features Writer

September 2023–March 2024

- Research, write, edit, and publish entertaining and informative articles for online magazine start-up
 - Areas of expertise: Health/Wellness, Entertainment, and Technology

Leads-IQ - Leads generation start-up in Chicago

Content Coordinator

July 2021–September 2023

- **CONTENT CREATION:** Plan, research, write, copyedit, design, and publish hundreds of website content pieces for variety of verticals
 - **Content:** Long-form product reviews, blog-style articles, promotional offers, bullet-style company USPs, website pop-ups, FAQs, and informational below-fold pieces
 - **Verticals:** Meal delivery (e.g. Home Chef), Pet insurance (e.g. SCPA), Wine Clubs (e.g. Firstleaf), and Mobile Wireless Providers (e.g. Mint Mobile)

Clearlink - Digital marketing company in Salt Lake City (Remote)

Copywriter - Multi-Vertical

December 2020–July 2021

- **COPYWRITING:** Write creative and technical copy for a variety of digital marketing materials
 - **Content:** Video ads, display ads, email campaigns, SEO/PPC-optimized domains and subdomains, news articles, and PPC (Google) ads

Junior Copywriter - B2B

August 2020–December 2020

- **COPYWRITING:** Sole copywriter on B2B team, juggling brand voice of five telecommunications clients

Copywriter Intern - Multi-Vertical

June 2020–August 2020

- **COPYWRITING:** Learned how to write digital marketing copy for professional clients
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Education

Miami University - Oxford, Ohio

August 2016–December 2019

BA Professional Writing; BA Psychology