

John Galgano

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Career Target

Freelance Copywriter

Skills and Abilities

Experienced copywriter with exposure to a diverse group of clients and industries, including Google, Sprint, AMC Theaters, Moraine Valley Community College, The Pampered Chef and more. Knows how to team with artists, web designers and account staff to concept, develop and present print and digital pieces that get results.

Professional Experience

**ASSISTANT DIRECTOR, GRADUATE AND ADULT ENROLLMENT COMMUNICATIONS – LEWIS UNIVERSITY
– Romeoville, IL 6/2014 - Present**

- Write viewbooks, flyers, emails, postcards and webpages promoting various graduate programs and events.
- Help admin Slate, the student relationship platform used for recruiting students. This includes writing and overseeing the drip marketing email sequence, creating events, updating the application, adding new programs to the system, and more.
- Interview students for testimonials regarding various programs.
- Help sign in attendees at annual open house.
- Helped create campaign for department's largest attended open house, 4/2015.

SENIOR DIGITAL COMMUNICATIONS WRITER – THE PAMPERED CHEF – Addison, IL 10/11- 02/14

- Concepted and wrote emails and web pages designed to educate Consultants and consumers about various promotions.
- Wrote and built PC NewsWire, the company's weekly eNewsletter to Consultants in Exact Target, the company's email management system.
- Wrote scripts for Coworker Celebrations.
- Helped train new department writers.
- Oversaw writers in department supervisor's absence.

FREELANCE COPYWRITER – OFFICE MAX – ADDISON, IL 07/10 – 09/10

- Proofread and copyedited various office supply catalogs using InDesign and Digital Publisher.

COPYWRITER – SHAKER ADVERTISING AGENCY – Oak Park, IL 1995-1997, 2003 - 2009

- Concepted and wrote print advertising campaigns for Google, V3, U.S. Cellular and others.

- Concepted and wrote websites for The Abraham Foundation, Sterling Jewelers, Atlantajobs.com and others.
- Employment Management Association Merit Awards, 1999, 2000.
- First place Employment Management Association Award for Atlantajobs.com and ChicagoJobs.com Live! Virtual Career Fair campaign, 2009.
- Won the Google account, 2007.
- Concepted and wrote holiday e-cards for Walgreen's, Shaker Recruitment Consultants and others.
- Teamed with sales personnel to develop employee referral and promotional programs.

PUBLICATIONS WRITER – MORAIN VALLEY COMMUNITY COLLEGE – Palos Hills, IL 2001-2003

- Teamed with artists to concept and write print advertising for various education programs in order to attract potential students.
- Wrote school's website.
- Interviewed students for testimonials.
- Interviewed professors and wrote short articles to promote their programs.
- Helped write speeches for graduation ceremonies.
- Helped manage the marketing department while Asst. Marketing Director was on maternity leave.

SR. COPYWRITER – JWT Specialized Communications – Chicago, IL 1991-2001

- Partnered with creative director and artists to concept and write print and web branding campaigns for Xerox, Sprint, Tellabs, Medtronic and others.
- Employment Management Association Merit Awards, 1999, 2000.
- Presented campaigns to Northwestern Memorial Hospital, Lante and Metavante.
- Managed and mentored a junior copywriter.
- Managed the creative department in creative director's absence.

Additional Experience

MOTOR SAFARI ADVENTURE TOUR GUIDE –BROOKFIELD ZOO – Brookfield, IL 2003-2013

- Provided Tours of the park while educating guests about the zoo's conservation efforts.
- Provided transportation around the park to guests at special events.
- Provided excellent customer service to guests while demonstrating the zoo's values and mission.

Education

CONCORDIA UNIVERSITY – River Forest, IL

Bachelor of Arts, English & Communications – Class of 1995

- Merit Scholarship, Concordia University, 1993, 1994, 1995.
- Dean's List, Concordia University, 1994, 1995.

Affiliations & Associations

Advertising Federation of Chicago

DePaul University's Vincentian Day