

JOHN FAZIO, COPYWRITER

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SUMMARY

Copywriter and Creative Communications Lead with 20 years' experience in creating impactful, audience-specific content. Proven record of producing clear and engaging marketing communications that influence behaviour. Committed to using my powers of persuasion as a force for good.

WORK EXPERIENCE

Freelance Copywriter & Creative Consultant

2017 - present

Melbourne, AU

Specialising in tailoring my skillset to suit each freelance endeavour respectively, to bring the greatest possible value to every business client.

- Developed a place-making campaign that transformed one of Tasmania's most socially disadvantaged neighbourhoods into a thriving community
- Used cultural insights and strategic foresights to help a leading Australian independent advertising agency rebrand
- Mentored, supported and led junior creative staff through the creative development process

Freelance advertising, communications and design agency clients include: TABOO Group, US+US, McCann, Cummins & Partners, Leo Burnett, Hoyne, Cornwell Design, The Bastion Collective, BBE, Pretty Neat, TRP, Bellwether, BWM Dentsu and Today Design.

Senior Copywriter

2014 - 2016

Crispin Porter + Bogusky

Los Angeles, US

Spearheaded agency growth through many new business wins.

- Led the creation of a bold new commercial for PayPal that aired during the 2016 NFL Super Bowl
- Partnered with emerging music artists to launch a brand-building campaign for Vitaminwater

Senior Copywriter
M&C SAATCHI Group
London, UK

2010 - 2014

Led creative for national and International blue chip and challenger brands alongside the Creative Director.

- Created a multi-award-winning environmental campaign for The Mayor of London to save the city's unique but declining bee population
- Created a series of engaging direct response campaigns for MINI automotive, driving a monumental 150% increase in lead generation across various channels

Copywriter
FCB LDN
London, UK

2009-2010

- Clients included Post Office, Virgin Trains and Virgin Travel

Copywriter
Ogilvy
Melbourne, AU

2007-2009

- Clients included BMW Group, Australia Post and Kodak

Copywriter
Grey Group
Auckland, NZ

2006-2007

- Clients included Audi, Mazda and Vodafone

Copywriter
M&C SAATCHI
Singapore, SG

2005-2006

- Clients included Qantas, Flight Centre and Tourism Singapore

EDUCATION

Bachelor of Creative Communication & Design (Advertising)
RMIT University, 2004