

Tony Fanizzi | Senior Copywriter

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tonyfanizzi.com



An engineer of words, I have a unique perspective on connecting copy and visuals to the core truths of a brand. I have an ability to make complex stories elementally concise and engaging. Driven by strategy and a tireless curiosity for problem solving, I have a mind that seldom rests.

EXPERIENCE

Hitchcock Fleming & Associates – Senior Copywriter – 1999-2017

- Create award-winning brand and retail campaigns
- Engage in strategic planning and implementation
- Serve as creative lead on multiple projects and accounts
- Make connections with consumers in digital spaces
- Create content plans for social campaigns
- Optimize copy to enhance search engine and conversion results
- Develop holistic shopper-marketing campaigns
- Stay on trend with digital and traditional consumer connection tactics
- Focus on immersive marketing techniques to increase brand loyalty
- Drive video projects from concept and script to post production
- Increase brand advocacy among consumers to grow sales
- Collaborate with associates from various marketing disciplines

Ira Thomas – Copywriter – 1998-1999

Kent State University B.S. – Advertising – 1999

SKILLS

- Subject matter expert
- Brand, retail & multi-channel marketing
- Digital, long- & short-form copy
- Strategic brainstormer
- Video production & direction
- Tradeshow development
- Face-to-face presenting
- Team player

AWARDS

- Addy Awards (12+)
- Telly Awards (25+)

- BMA Awards (5+)
- Creative Annual 37 Award (1)
- WMA IAC Awards (3+)
- W3 Award (1)