

ANDREW FUMENTO

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HIGHLIGHTS

- 5+ years agency experience as Copywriter, and Broadcast Director.
- Served as Sr. Copywriter managing/editing writers at Warner Home Entertainment (WHE) 5+ years.
- Wrote humorous and serious copy as Copywriter at two advertising & marketing agencies.
- Acted as Director, Editorial / DVD & New Media at WHE 10+ years – overseeing five direct subordinates (including three writers), and three vendor teams of 12 subordinates.
- Started as an Assistant at Warner Home Entertainment – within six months was promoted to Manager, bypassing Coordinator and Analyst positions.
- Wrote and produced Warner Home Entertainment websites.
- Wrote and directed radio social good ad campaigns.
- Founder, PSA a Day, and Social Media Manager for PSA a Day, and for Natural Disasters (9/2018-Present).
- Board Member, Desire to Inspire Foundation (1/2020-Present).
- Wrote three Medium.com PSA/Ad articles that each received 2,000+ claps – only top 1% reach that high.
- Originator and author of over 50 pro bono Public Service Announcement campaigns (most of which contain video scripts).

COPYWRITING & CONTENT WRITING EXPERIENCE

American Red Cross, Los Angeles, CA

8/2021–Present

Web Content Copywriter & Copy Editor Volunteer

- Script, cast, produce, and direct PSA including the forthcoming, “The Greatest Gift.”
- Write PSA campaigns, and online ads to increase client exposure and profits.
- Consult on content and social media strategy, including writing and producing targeted content for social media.

Freelance Copywriter & Content Writer, Los Angeles, CA

1/2012–Present

Principal – Clients include: Lenovo, Sony Pictures Television, Universal Television

- Execute marketing strategies from briefs, creating memorable ad campaigns from concept to completion.
- Script, cast, produce, and direct humorous social good broadcast spots.

Warner Home Entertainment, Creative Advertising, Burbank, CA

7/2000–12/2011

Senior Copywriter / Director, Editorial DVD & New Media

- Increased DVD sales and revenue by enhancing consumer experience on over 10,000 Warner titles, through writing, editing and proofreading DVD menus, package copy, tag lines, BD-Live and web copy.
- Produced special features for National Geographic and family titles.
- Designed templates and user interfaces, navigational functionality and structure.

Richard Newman & Associates, Champaign, IL
Copywriter, VO Director

pre-Y2K

- Scripted, casted, produced, and directed radio spots.
- Created ad campaigns from concept to completion, addressing client needs and winning six-figure accounts.
- Wrote copy for TV commercials, print ads, press releases, OOH (billboards), and brochures, increasing client ROI.

Penta Corporation, Champaign, IL
Copywriter

pre-Y2K

- Outlined marketing strategies and created ad campaigns from concept to completion that addressed clients' needs.
- Wrote radio spot, print, outdoor and brochure copy.

ADDITIONAL WORK EXPERIENCE

SolarCity (a division of Tesla), Chatsworth, CA
Retail Energy Consultant

05/16–06/17

- Educated public and business owners about the benefits of going solar – clean, safe, economical energy.
- Innovated new means of informing home- and business owners about solar via recycling programs that naturally tie-in with renewable resources, such as the sun.
- Sat as Chair of the Southern California & Hawaii's Tesla Earth Team – in part for innovations. Organized local members and hosted meetings to coordinate events, such as volunteer days, and educational opportunities.
- Survived as final member of original 25-person sales team.

VOLUNTEERISM

- Coached Little League team to third place out of 80 teams in postseason tournament.
- Serve as board member for Desire to Inspire Foundation (only one with perfect attendance).
- Member: Citizens Climate Lobby (peaceful, bipartisan group to reduce carbon footprint).
- Write pro bono public service announcements.
- Act as Web Content Copywriter & Copy Editor for the American Red Cross.

EDUCATION

University of Illinois, Urbana, IL BA, Sociology. Minored in psychology.